

## PRESS RELEASE

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# EXPECT THE UNEXPECTED

The location alone is remarkable: AXICA is housed in the old and actual centre of Berlin. The Pariser Platz dates back to 1734, and is situated right in the heart of the revitalized government quarter. For centuries, it has been the city's historic hub, straddling the divide between Eastern and Western Europe. At this unique crossroads right next to the Brandenburg Gate and Reichstag, you can experience Berlin's lively past, present and future all in one.

The building of the DZ BANK's unique appearance is based on the powerful architectural language of American star architect Frank O. Gehry. His design drew inspiration from organic forms, and combined contrasting materials in unusual ways. Among the other buildings that have secured his award-winning international reputation are the Walt Disney Concert Hall in Los Angeles, the Fondation Louis Vuitton in Paris and the Guggenheim Museum in Bilbao.

The stark, classical façade opens onto the entrance area to reveal a spatial sculpture of biomorphic forms, lavish materials and a spectacular, dynamic geometry. A huge walk-in sculpture, it offers an entirely new experience of space and is ideal for conferences, symposia and conventions. The glass dome spanning the ceiling, which affords a view of the Atrium, floods the Forum with natural light and creates a spacious feel. The open yet sealed design guarantees outstanding acoustics. Because of its size and transparency, the space is ideally suited for events such as gala dinners, conferences, receptions and product presentations. With its bold red carpet the Forum can accommodate up to 500 people. The Gehry Lounge is the building's pièce de résistance: lined with warm pinewood, it can be used as an exquisite VIP lounge or small meeting space. The Gehry designed all-wooden chairs are a special highlight, which enhance the pleasant harmonious mood of this cosy space.

Perfectly coordinated services, which also leave scope for new ideas and last-minute requests, ensure the success of the events. From gala menus to off-site catering, from technical support to decoration, from organization to security

issues, the experienced AXICA team provide event organizers with comprehensive advice on how to plan and hold the event.

Philosophy and science, sculptural art and design – many disciplines have been brought together in the building of the DZ BANK. The formula is a carefully tailored symbiosis, where the historic Pariser Platz intersects with an exclusive event location, providing a premium product that masterfully combines form and colour. To quote Frank O. Gehry: “The best thing I’ve ever done.”

## THE AXICA

is a sustainable event location with premium catering directly at the Brandenburg Gate. Designed by award-winning architect Frank O. Gehry, it is a perfect venue for conferences and meetings, award ceremonies or gala dinners for up to 600 people. Each event is managed by the AXICA team, from the initial idea right through to its final realisation, with full attention to accommodating clients’ needs and expectations in terms of culinary standards, decoration and technical equipment, whether on site at DZ BANK at Pariser Platz or off site at select venues. AXICA is a “Sustainable Meeting Partner” of visitBerlin.

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