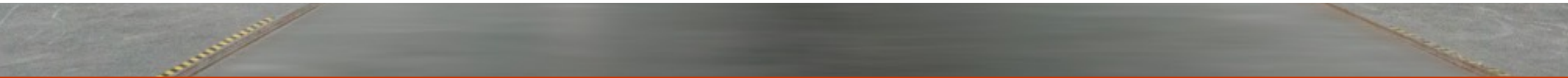


## **EVENTLOCATION MOTORWERK BERLIN**







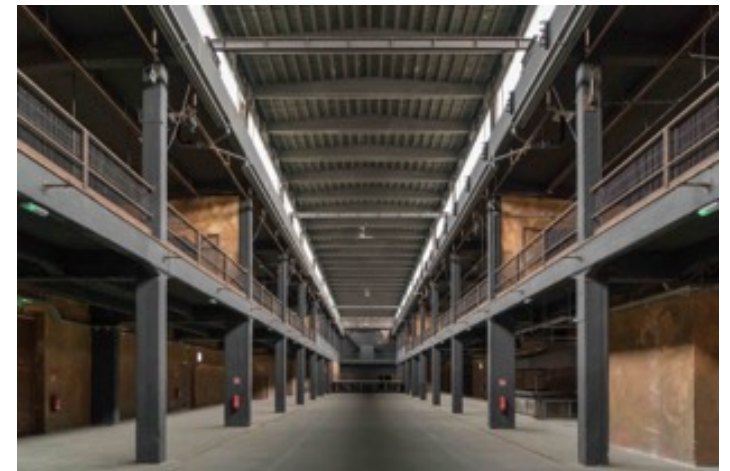
# LOCATION



The Motorwerk is characterized by an original industrial architecture and the rough, warm character of a production hall from the early 20th Century. With its impressive dimensions, it is one of the few off-locations in Berlin, which has preserved its appearance until today.



The core of the Motorwerk is the huge hall with remarkable proportions of its ground floor. It covers a length of 90 meters, an area of about 2,000 square meters and offers ideal conditions for concerts, fashion shows, get-togethers, dinners, product launches, fairs and exhibitions.



# LOCATION



Particularly impressive is the gallery with about 1,000 square meters.

A stage of 80 square meters can be moved on rails through the hall.

The front building has two floors with over 400 square meters of space.

A large outdoor area next to the building can also be used.

Other areas on the site are available on request.

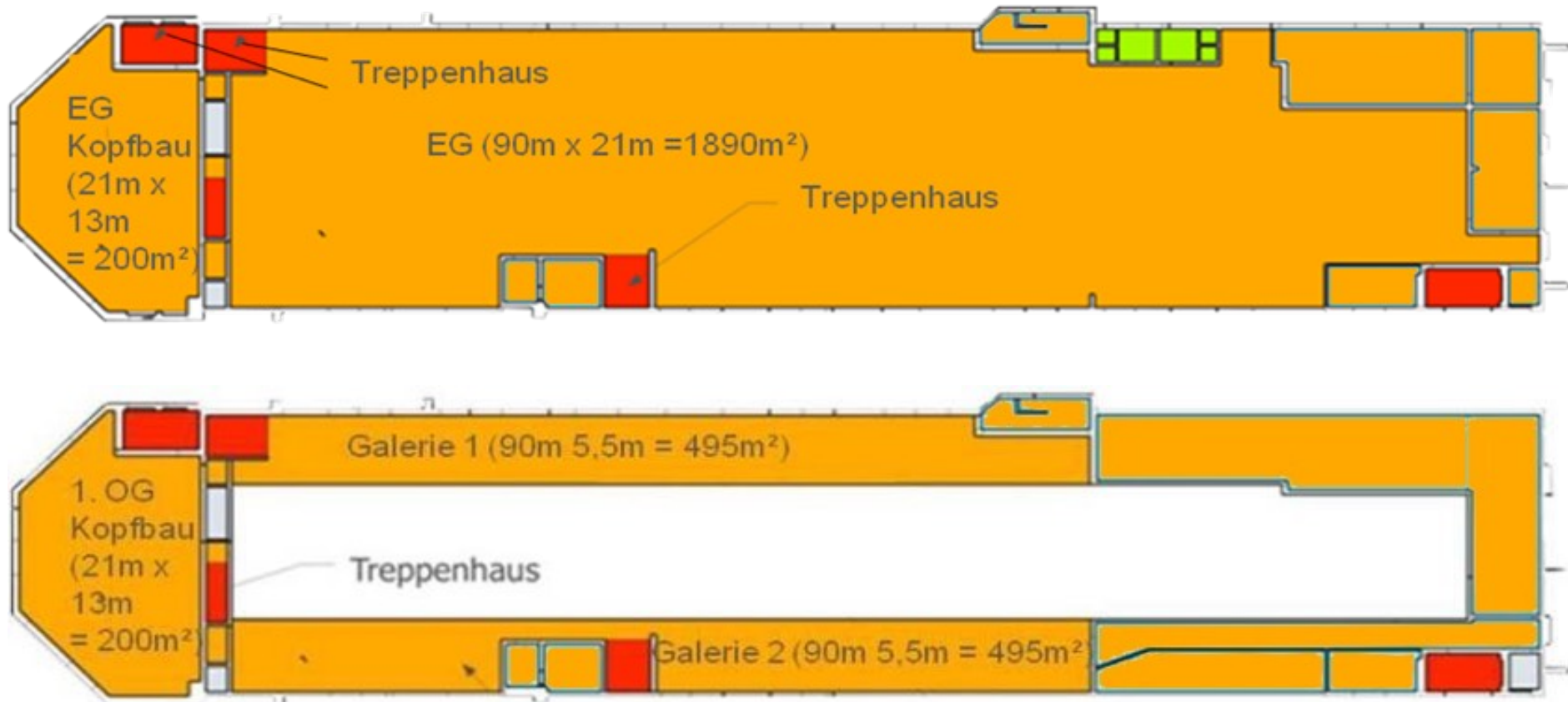




DIGITAL NETWORKS

GEOK

# PLAN MOTORWERK BERLIN

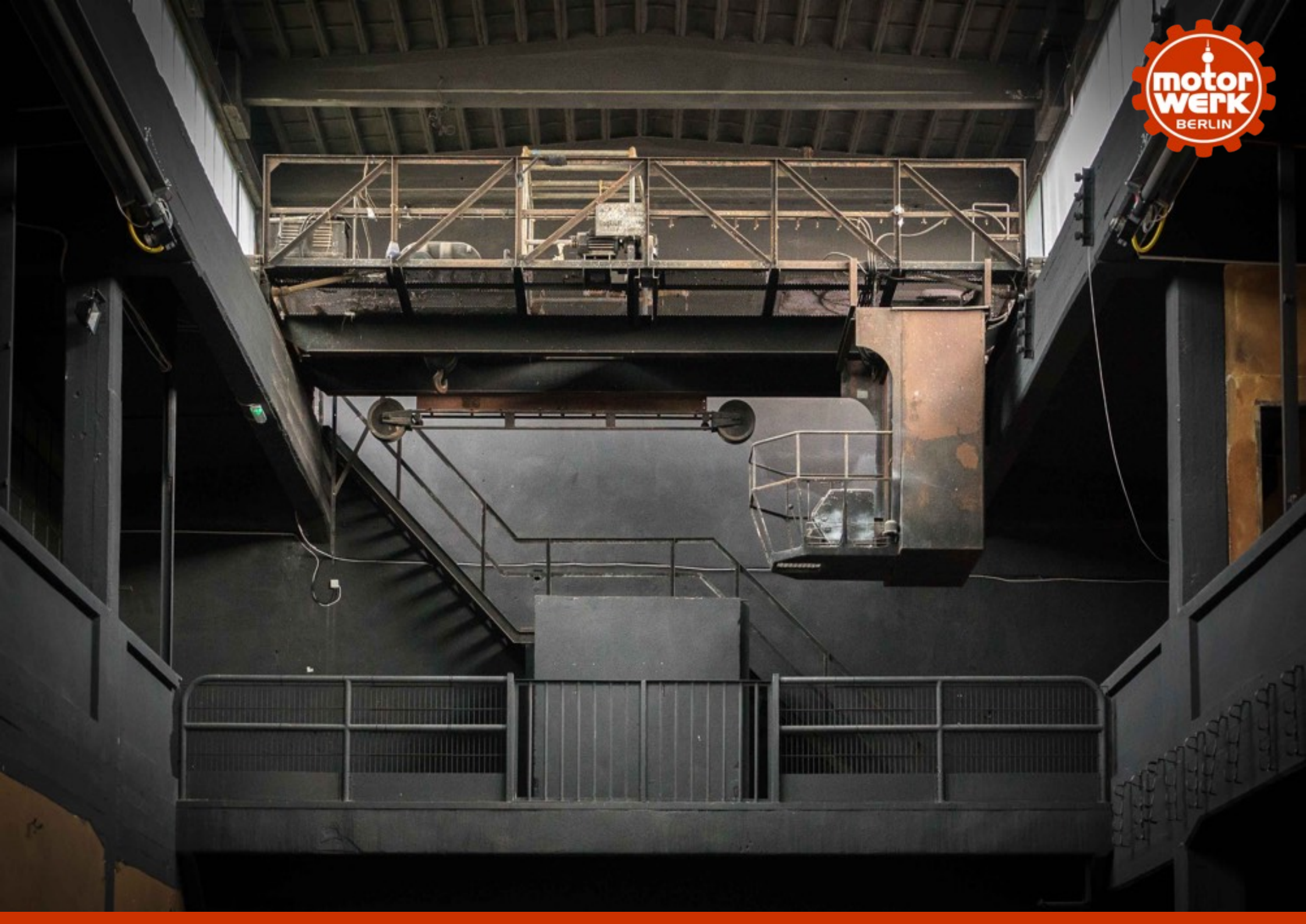




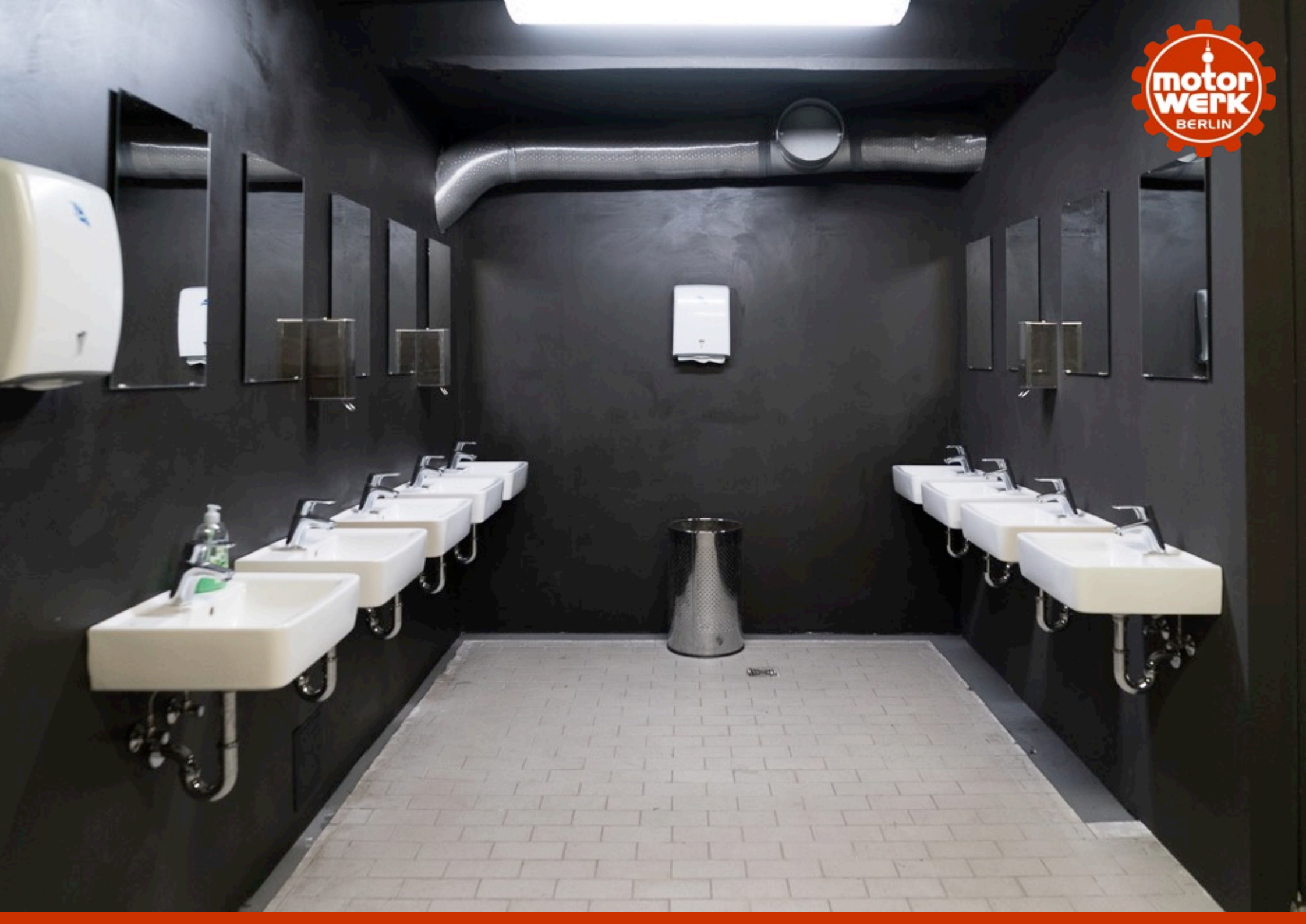
PASSION TO PERFORM  
Händler Forum 2015













BEAT WÄRMELI FORUM 2015  
PASSION TO PERFORM

PASSION TO PERFORM  
WunderForum 2015

PASSION TO PERFORM  
WunderForum 2015



Wir feiern  
FÖDELSEDAG  
40 Jahre  
IKEA

Wir feiern  
FÖDELSEDAG  
40 Jahre  
IKEA

A large monitor in the foreground displays a software interface for event management. The interface includes a grid of video thumbnails, each showing the "Wir feiern FÖDELSEDAG 40 Jahre IKEA" logo. On the right side of the interface, there are several control buttons and a "TAKE" button. The background of the interface shows a blurred view of the event space.

A wall of monitors in the background displays the event logo "Wir feiern FÖDELSEDAG 40 Jahre IKEA" across multiple screens. The screens are arranged in a grid, and the logo is repeated on each screen. The background of the screens shows a blurred view of the event space.





3:00

SEAT HÄNDLER FORUM 2015  
PASSION TO PERFORM

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Händler Forum 2015

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Händler Forum 2015

SEAT







# HISTORY







# HISTORY

The event location “Motorwerk Berlin” is situated at Industriebahn Berlin. It is a former industrial facility built in the early 1920s in brick stone.

The landmarked building has been constructed as industrial premises for Ziehl-Abegg Elektrizitätsgesellschaft, which has been founded in 1910 by Emil Ziehl and Eduard Abegg. In times of technological progress, Emil Ziehl developed ground-breaking special purpose electric engines. They have been manufactured in those premises since 1921 until WWII. From this former engine production the name „Motorwerk Berlin“ (engine factory Berlin) is derived.



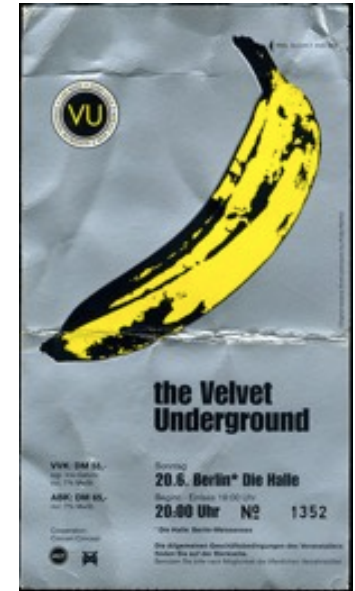
# HISTORY



During GDR times the area has been used by VEB ISOKOND. The VEB („volkseigene Betrieb“ = peoples owned company) produced electric appliance there and has been specialized in capacitors.

After the wall came down, Motorwerk Berlin was known under the name „Die Halle“ for concerts and events. Artists including Kraftwerk, Motörhead, Velvet Underground, the Red Hot Chili Peppers, the Ramones and many others performed here. In 1991 the first techno event named Mayday with famous DJs like Westbam, Sven Väth and Marusha took place here. Thus, the Motorwerk is a symbol of the reunited Berlin and the awakening of the energetic 1990s.

Today the Motorwerk is used especially for corporate events, exhibitions and presentations.



# SERVICE





# HOW TO FIND US

## An der Industriebahn 12-16, 13088 Berlin

The Motorwerk is located in the north of Berlin, only 10 minutes from the trendy Prenzlauer Berg and accessible from the central parts of the city by car in a few minutes.

15 minutes from Alexanderplatz

25 minutes from Central Station („Hauptbahnhof“)

35 minute drive from Messe Berlin



## Public Transport

From S-Bahnhof Pankow:

Bus 155 / X54 to Pasedagplatz (5 min walking distance)

Bus 255 to Roelckestr./Nüßlerstr. (3 min walking dist.)

From S-Bahnhof Friedrichstraße:

Tram 12 to Pasedagplatz (5 min walking distance)

# CONTACT



# WE LOOK FORWARD TO SEEING YOU!



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[www.motorwerk.de](http://www.motorwerk.de)

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