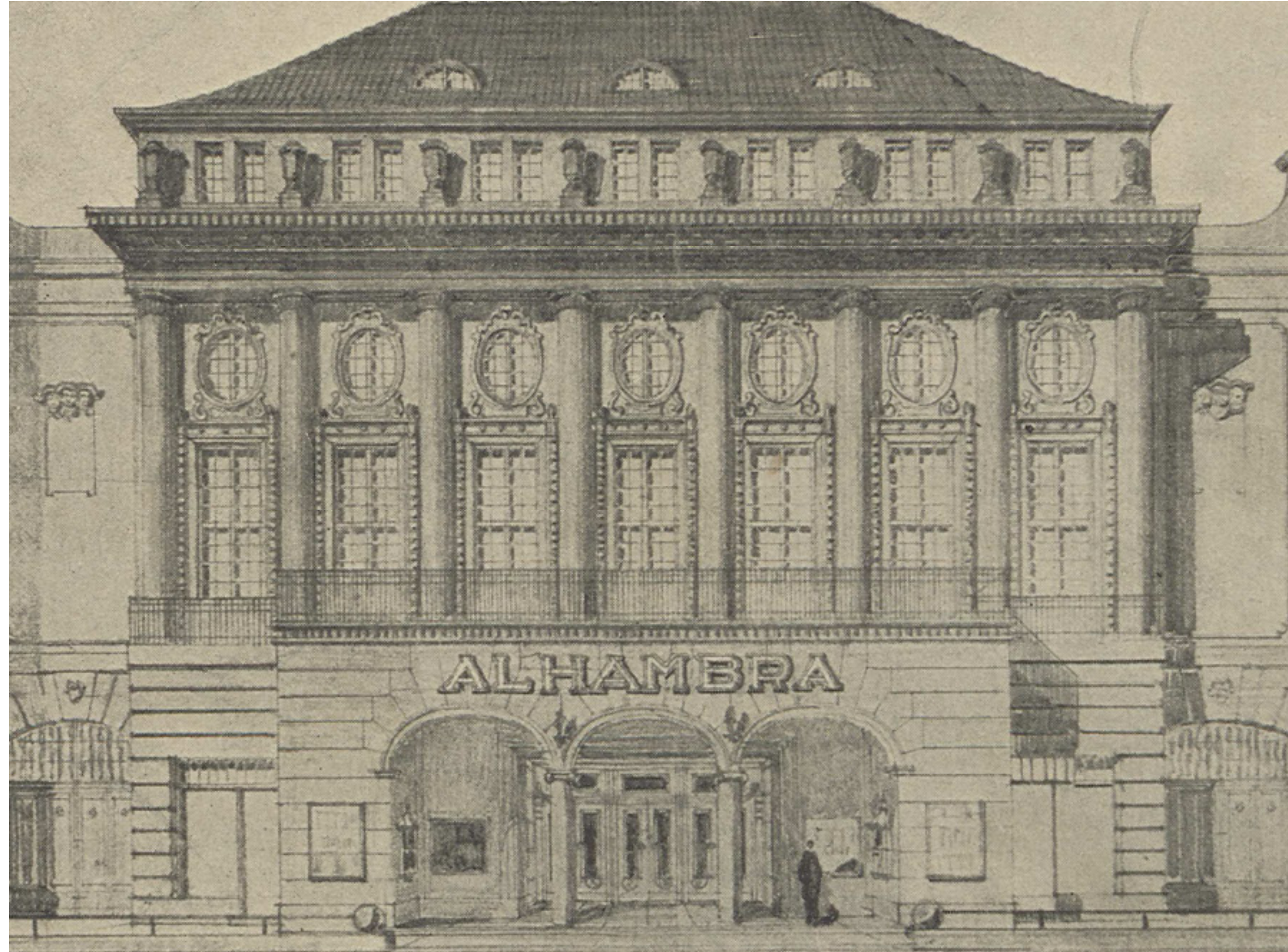




ELEVATE YOUR BRAND IN THE HEART OF BERLIN

ALHAMBRA
BERLIN

ALHAMBRA BERLIN is a hybrid, multi-purpose retail space that enables moments of elevated storytelling for leading and emerging brands.



ALHAMBRA was an iconic and pioneering movie theatre built in the Golden Twenties to entertain the vibrant bohemian scene in Berlin.



Today ALHAMBRA BERLIN has been redeveloped as an award winning, climate neutral retail space for the 21st century – a new icon for the connected future of retail.

THE MAIN SPACE





Carefully fitting the design of the space into the complexity of the building, the architects have created a mixture of showroom, gallery, event space and store.







The space is divided into different areas and levels, each of which allows for the individual staging of a brand.



THE WHITE CUBE



Right next to the Main Space is the White Cube. The separate space with its own entrance and access to the garden offers 252 sqm on two levels.



Spread over two floors, the area offers perfect opportunities for events, exhibitions and pop-up stores.

THE GARDEN



The garden behind the building serves as an oasis of calm for visitors to the otherwise highly frequented Kurfürstendamm.

SELECTED COLLABS

The most powerful marketing initiatives today
combine digital with real-world experiences.

On the occasion of the launch of the new B.zerol Rock Chain Collection, BULGARI celebrated its iconic jewelry line at an extraordinary cocktail party in Berlin. In the spirit of the new collection, ALHAMBRA BERLIN was bathed in a blaze of sparkling lights and attracted many celebrities.



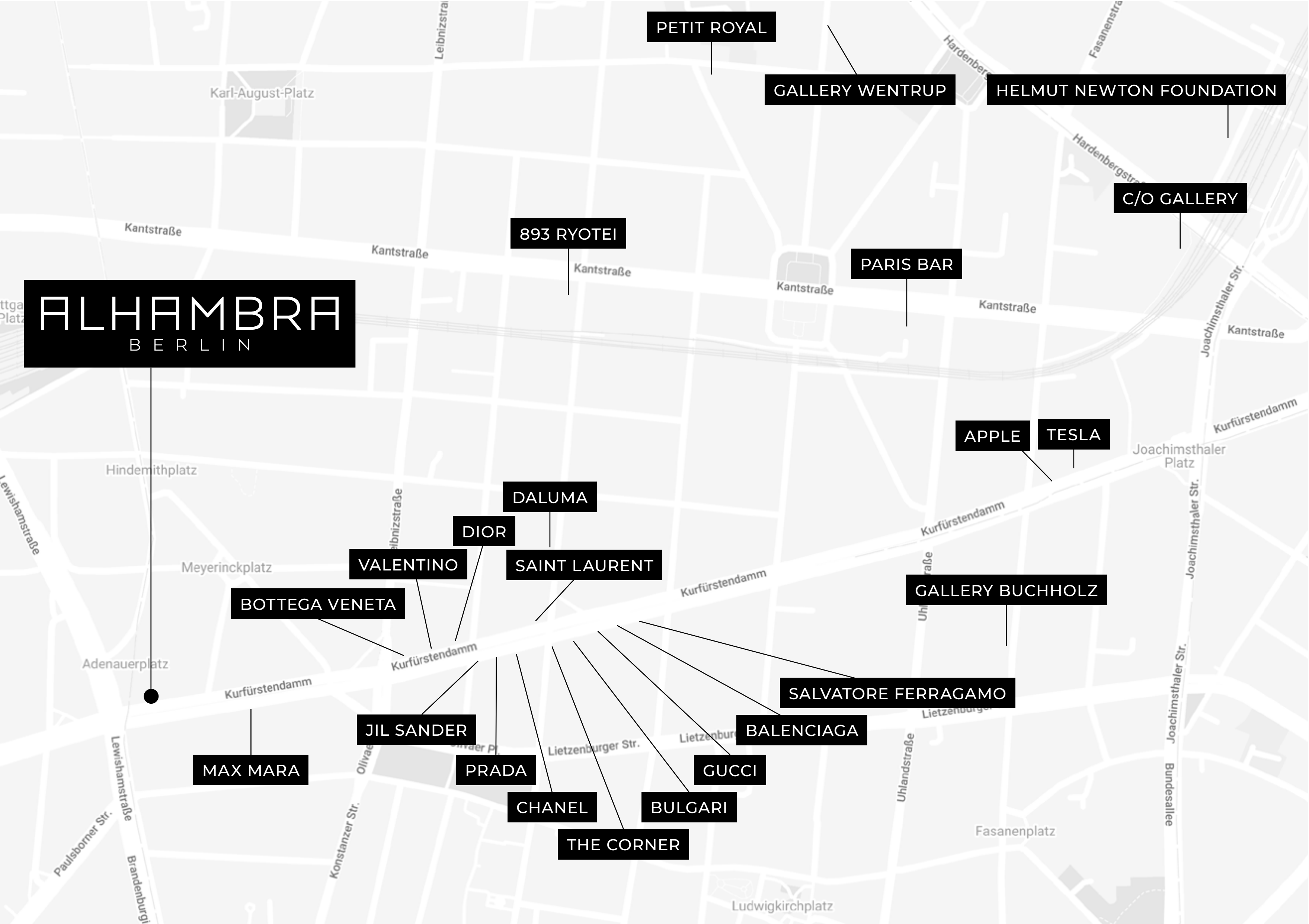
ALHAMBRA BERLIN had the great pleasure of being the venue for the release party of ICON's Korea Edition. The issue of the premium magazine ICON was dedicated to K-Culture and focused on the areas of film, music, fashion, architecture, food, cosmetics and art. Therefore the entire space was immersed in a sea of pastel flowers with a large screen display.



- ▷ AD ARCHITECTURAL DIGEST
- ▷ BERLIN DESIGN WEEK
- ▷ FASHION COUNCIL GERMANY
- ▷ GREGOR HILDEBRANDT
- ▷ MARY LENNOX
- ▷ MOSCHE
- ▷ WILLIAM FAN



INFORMATION



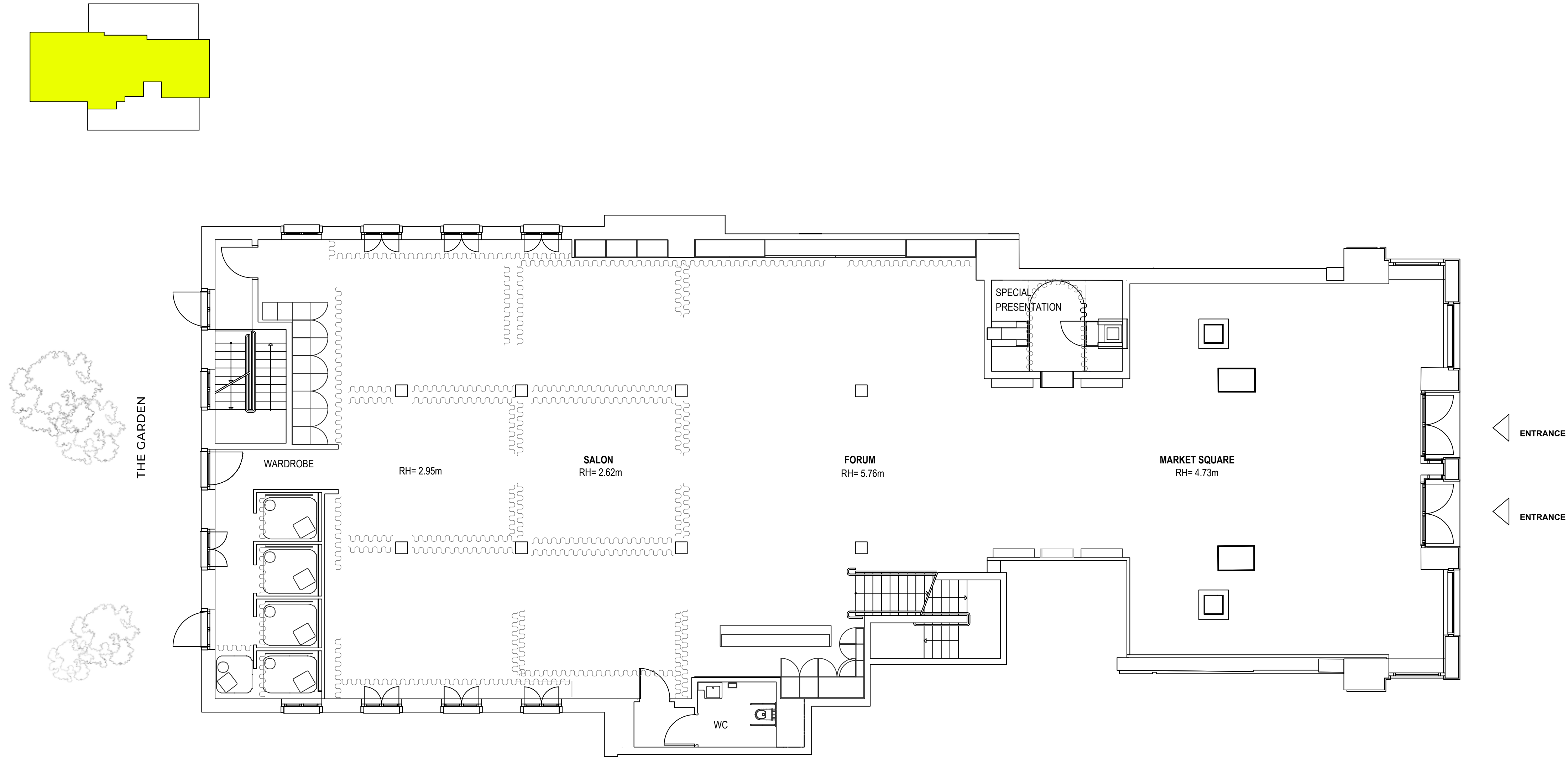
Kurfürstendamm is the lifeline of City West and one of the most famous streets in the world. The 53 meter wide boulevard is a magnet for tourists and local shoppers. Numerous high class shops as well as many architectural and cultural highlights make this the number one strolling mile in Berlin.

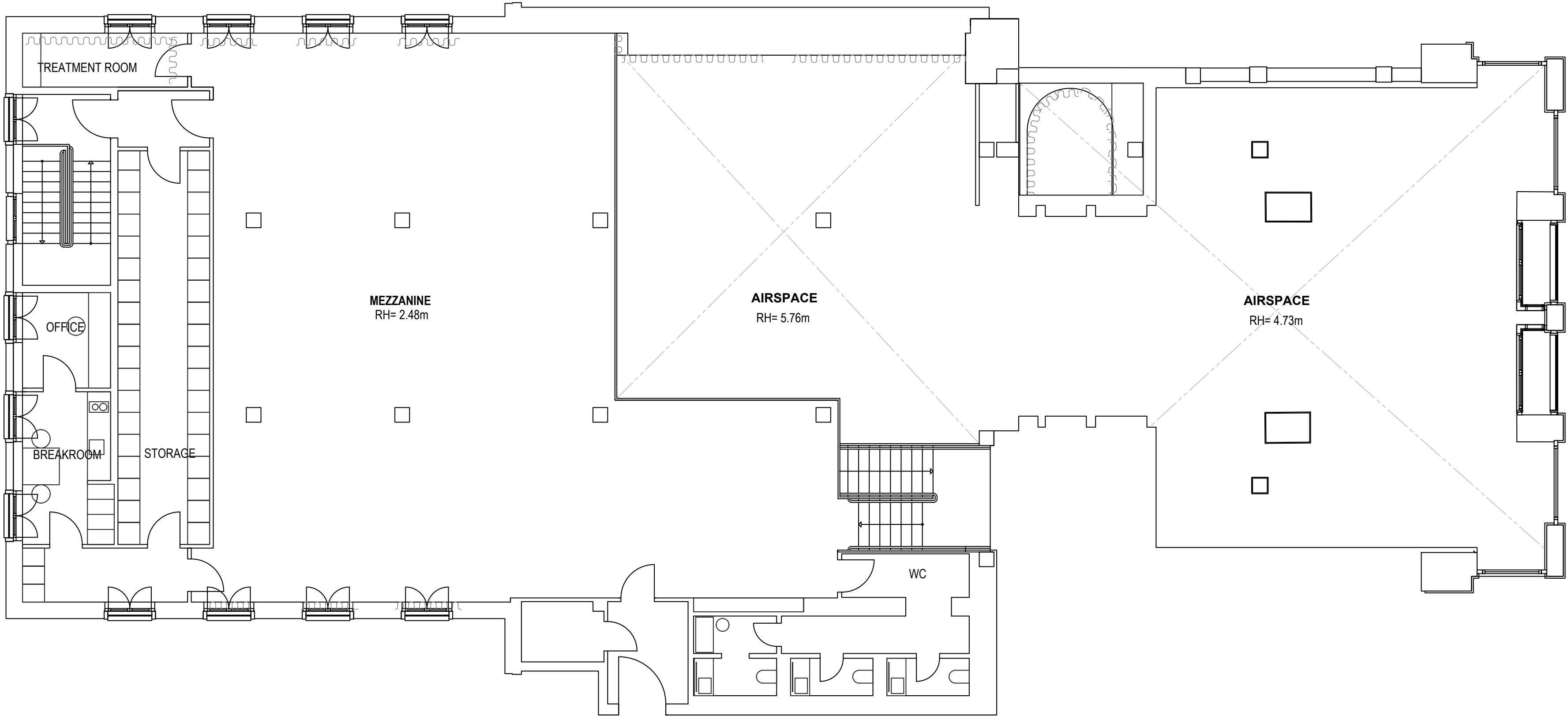
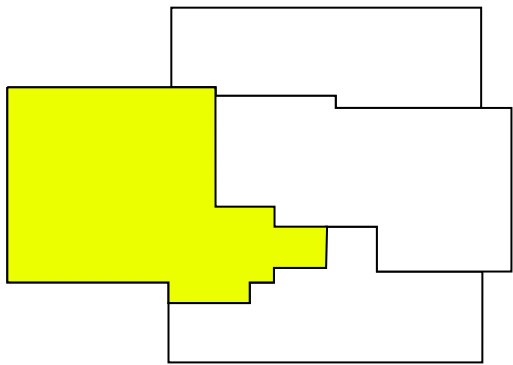
STRUCTURAL DATA	
3,7 Mio	Residents Berlin
342.000	District Residents
91,7	Buying Power Index Berlin*
110,8	Buying Power Index Kurfürstendamm area*

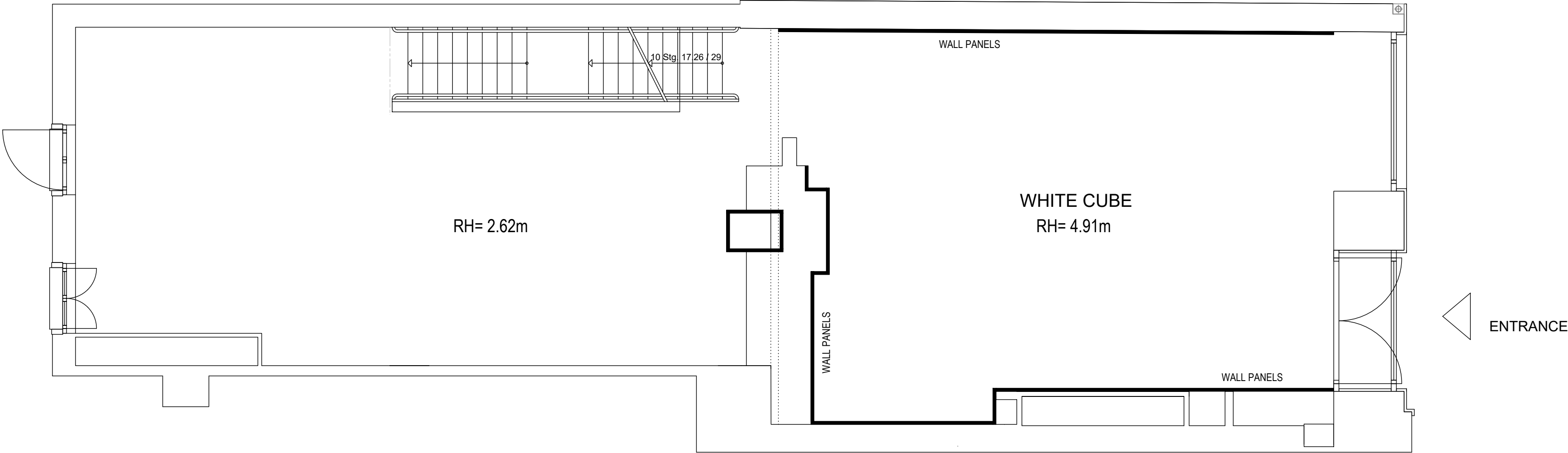
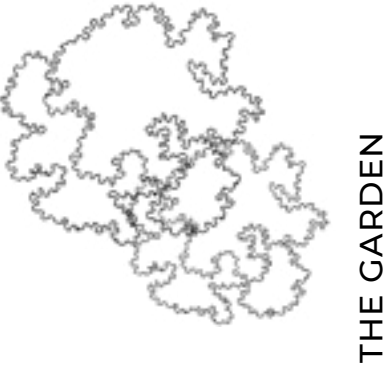
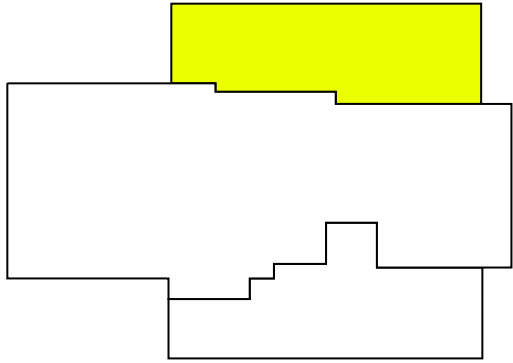
THE MAIN SPACE	
17 m	Display Window
870 m²	Total Space (incl. Mezzanine)

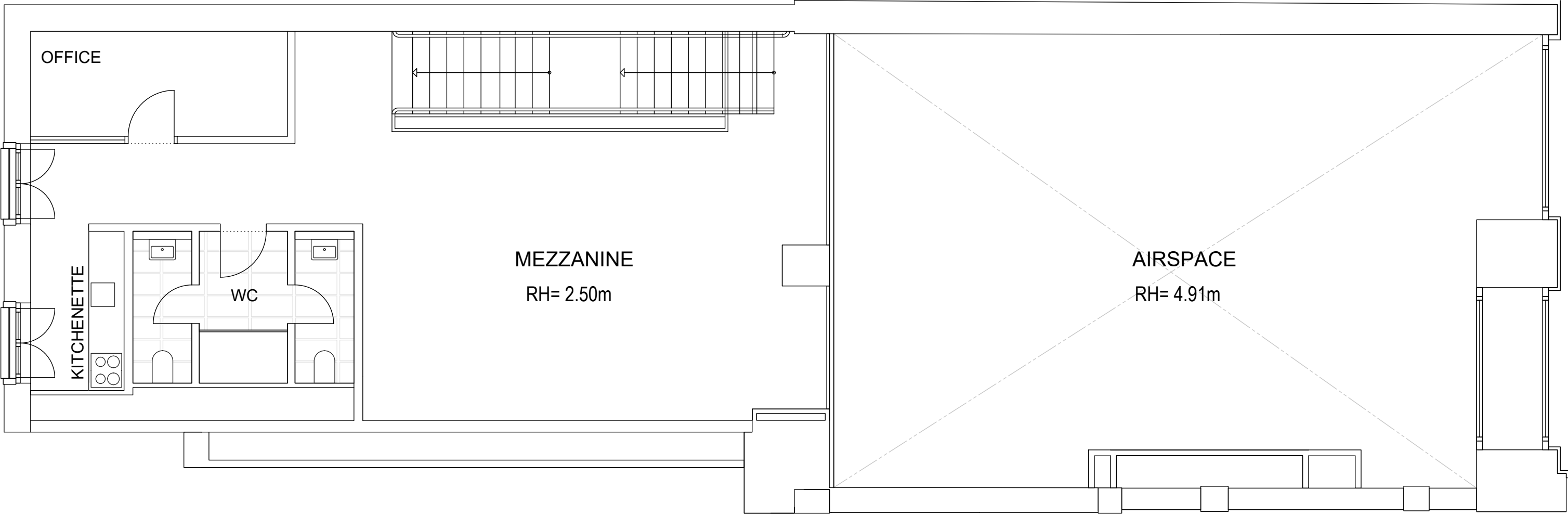
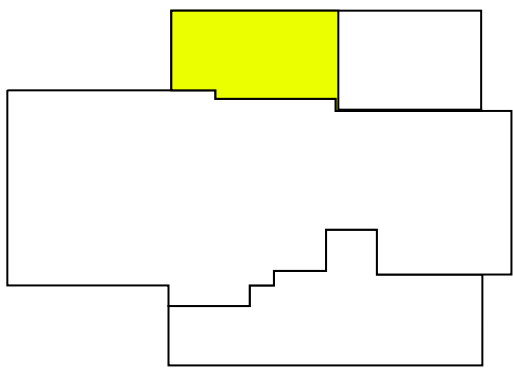
THE WHITE CUBE	
6,5 m	Display Window
252 m²	Total Space (incl. Mezzanine)

* Bulwiengesa









THE MAIN SPACE

- 25 surveillance cameras with the option to evaluate age, gender and movement data from visitors
- Music system including subwoofer, individually controllable via app
- Video projector
- Individuall lighting situations controllable via app
- Back office with desk for up to two people
- Fully built-in staff kitchen and employee locker with 11 lockable compartments
- Cashpoint
- Retail security system
- Flexible curtain system

ADDITIONAL INVENTORY

- Tech equipment for the cashpoint
- Mannequins in different poses by Atrezzo
- Display cubes in anthracite
- Racks in various designs (brass, hand-made in free-standing and hanging version; powder-coated, black racks)

THE WHITE CUBE

- High end lighting system
- Staff kitchen
- High class lavatory



Keep on challenging the status quo!

We empower you
to rethink retail for the modern age,
create extraordinary experiences to
boost your sales and brand awareness.

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