



Welcome to Berlin! **berlinsights** offers three special tours developed around the theme of doing business in times of crisis in a city that was divided over time.

• **Tour 1: Guided Walking Tour**

Potsdamer Platz – Business and Reunification in Urban Space

(Dr. Gerold Langenbrinck, Urbanizers)

duration: approx. 90 min

Tour description: Walking towards Potsdamer Platz along the former demarcation line, you will witness Berlin's self-portrayal throughout past decades during this extraordinary 'urban space tour' along political and economic milestones over time. Potsdamer Platz experienced its first major construction and traffic boom in the 1920 and 1930s, breaking international records in technological innovation and business activity. After World War II, a deadly silence ensued as the area was transformed into a no man's land between East and West. Today the area mirrors one of the most vibrant business and shopping districts of the 'new Berlin'.

• **Tour 2: Guided Bus Tour**

Peace Settlement, Marshall Plan and Economic Growth in Berlin

(Susanne Bauer, berlinsights)

duration: 120 - 180 min

Tour description: Crossing the city sectors: 50 years West Berlin 1948 - 1990. Passing along the sectors of the Allied Forces, West Berlin's industry, production and administration will be highlighted.

STOP 1: US-American and British sectors – the phenomenon of 'West Berlin' as a symbol of crisis and the East-West divide: Tempelhof Airport/ Luftbrücke Memorial 1948/ 49.

STOP 2: Military and peace-keeping in a divided city: Allied Forces Museum Clayallee

STOP 3: French Sector Wedding – industry focus: Schering GmbH Wedding, now Bayer-Schering – the only major industrial site in the former West.

STOP 4: Soviet Sector East-Berlin – focus on administration in times of Cold War and Separation: symbols of pride such as Charité Hospital, TV Tower Alexanderplatz, Red Town Hall, the Palace of the Republic.

• **Tour 3: Guided Boat Tour**

Berlin Waterways Through Crisis – Small Businesses 1970-2006

(Arno Paulus, Solarpolis)

duration: approx. 180 min

Tour description: Themes along the canal – Small businesses in Kreuzberg: Phase I: Start-up 'Alternative' and Collective Businesses in the 1970s (there were more than 600 SME during this phase after the first oil crisis in 1973.) Phase II: Innovation and Opportunity – temporary uses of vacant space between East and West after the Berlin Wall came down, from the early 1990s until today. In addition, the tour also provides insights into solar technology of the Chasalli solar-powered boat.