



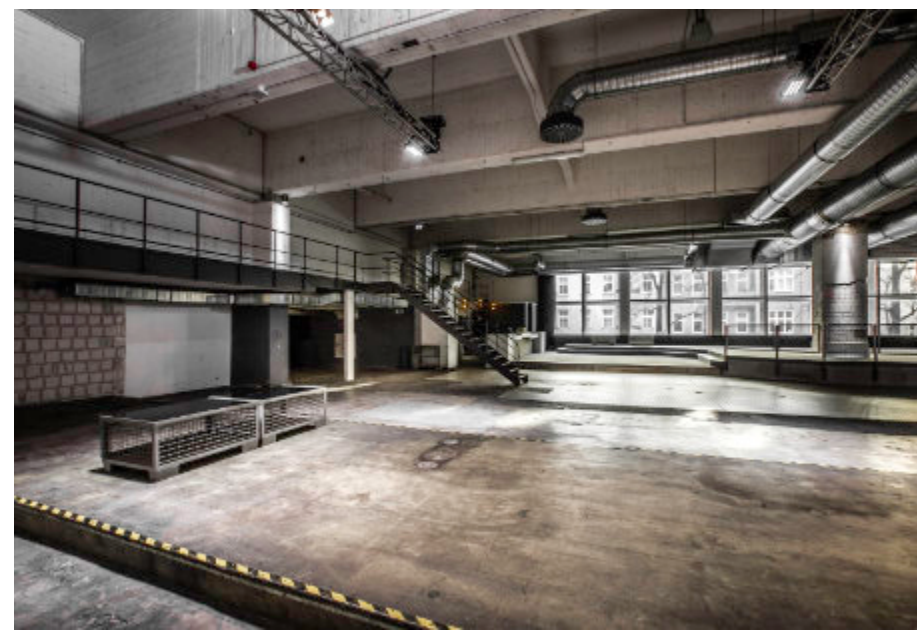
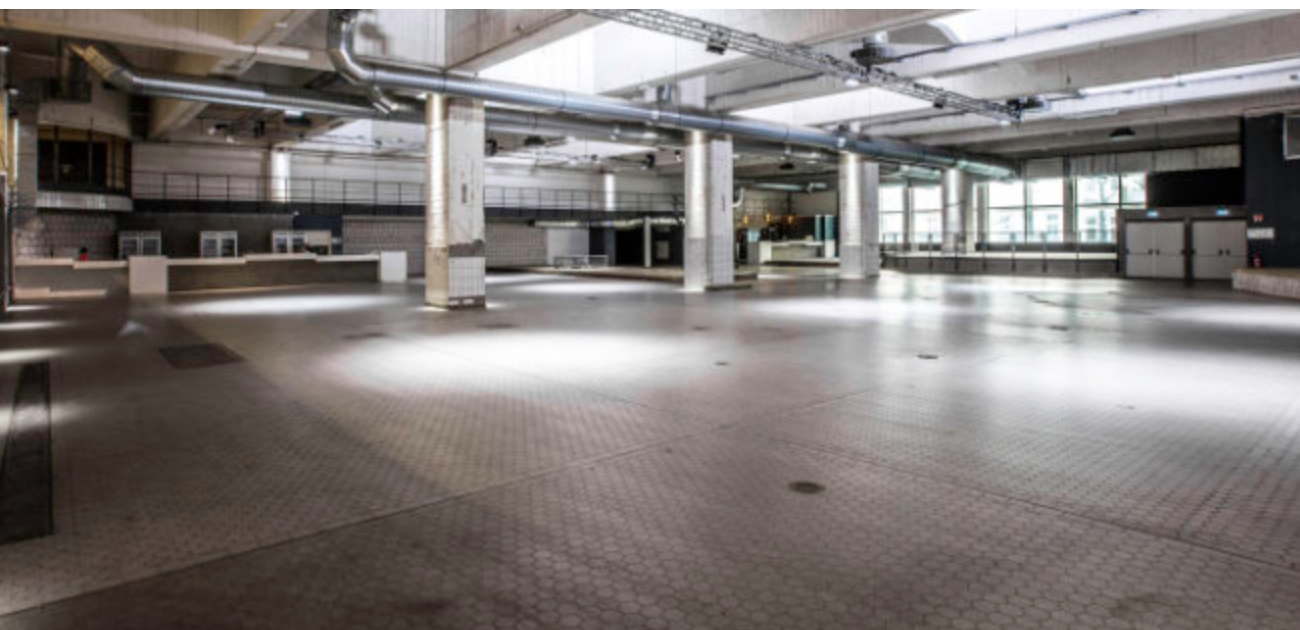
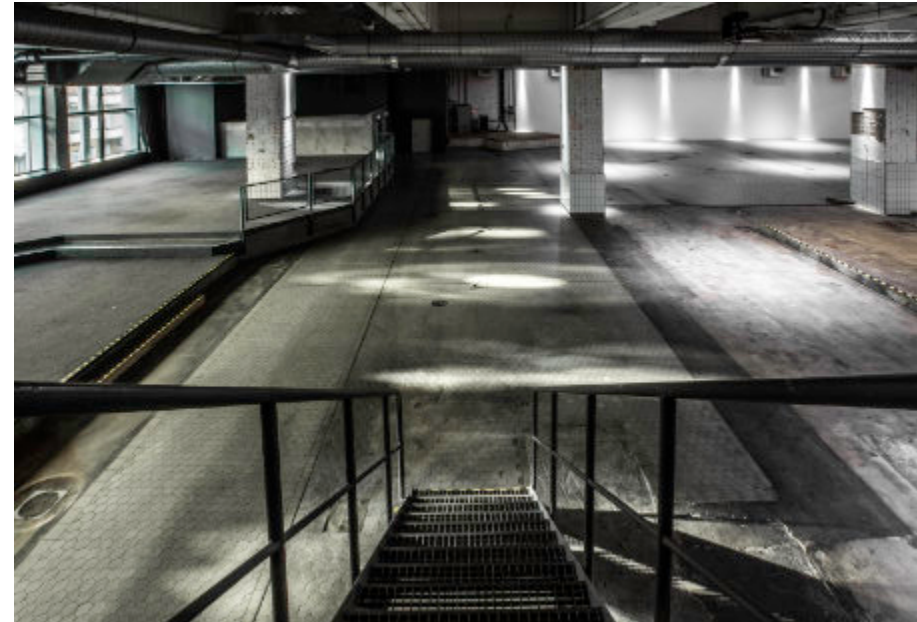
# VOLLGUTLAGER

by GOLDEN BOX



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# LOCATION WITH A STORY

The transparent manufactory of the 50s



## VOLLGUTLAGER

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In the course of reconstruction in the 1950s, Kindl continued its approach of celebrating the gigantic production technology and commissioned Gerhard Fritsch - the Berlin "cinema architect" who later designed the fashionable Zoo Palast - to design an exemplary, modern brewery architecture that would communicate the company's aspirations.

The building ensemble was to have a monumental expression, both externally and internally, and demand respect from the viewer for the technology and the architecture. Kindl did not attach any importance to the individual production steps being legible from the facade or the building forms. Rather, they allowed the production process to be shrouded and the architecture became the guardian of the recipe for success.

### **Central location providing good accessibility by public transport**

Reception: 1.100 Gäste • Conference: 600 Gäste • Banquet: 500 Gäste • Gala: 380 Gäste

Indoor event area on a total of 2,000m<sup>2</sup>: foyer (200m<sup>2</sup>), hall incl. lounge and gallery (1,200m<sup>2</sup>) approx. 32m x 40m

Large window facade with lots of daylight, 2 exciting entrance scenarios



PLAY  
GROU  
NDS

LET'S GET  
CREATIVE!

**Concept Art & Design**  
International Conference for Digital Design



**VOLLGUTLAGER**  
by GOLDEN BOX



# Concept Art & Design

International Conference for Digital Design

# VOLLGUTLAGER

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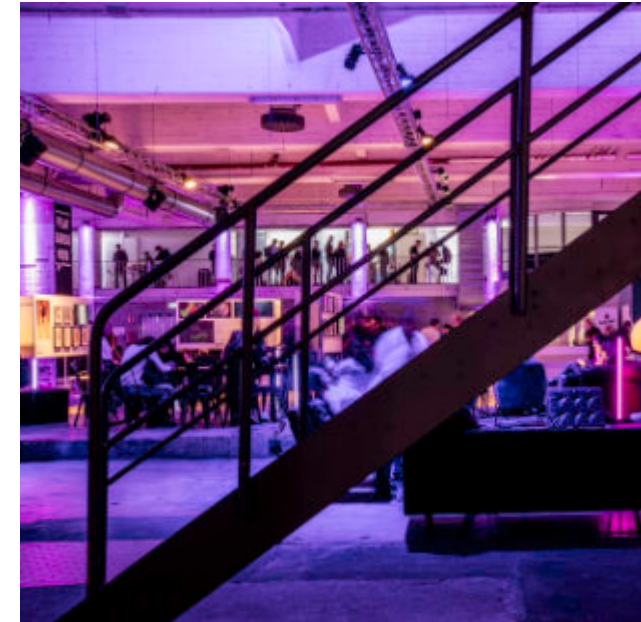
# Concept Art & Design

International Conference for Digital Design

# VOLLGUTLAGER

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PLAY  
GROU  
NDS



\*the Art Department

Fest on concept art & design  
in film, animation & games.

**BAR**

Vollgutlager

lin

14-15 May

PLAY GROU NDS



## Event Formats

Every work of art begins on a blank canvas!

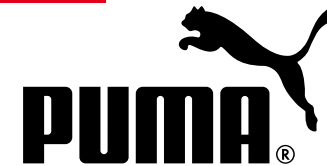
**Conferences**  
**Fairs**  
**Dinner**  
**Corporate Presentations**  
**Theater**  
**Video Shoots**  
**Exhibitions**

**VOLLGUTLAGER**

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CITYWIRE



**VOLVO**



**DREES &  
SOMMER**



**BASF**



**SIEMENS**







ada

# WELCOME TO THE WWW

**The Future of the Internet**  
International Conference on the Future of the Internet



**VOLLGUTLAGER**  
by GOLDEN BOX



# The Future of the Internet

International Conference on the Future of the Internet

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# COME IN!

## Entrance Scenarios

Enter via Neckarstraße and Rollbergstraße

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# Entrance Scenarios

Entrance via Neckarstraße

# VOLLGUTLAGER

by GOLDEN BOX



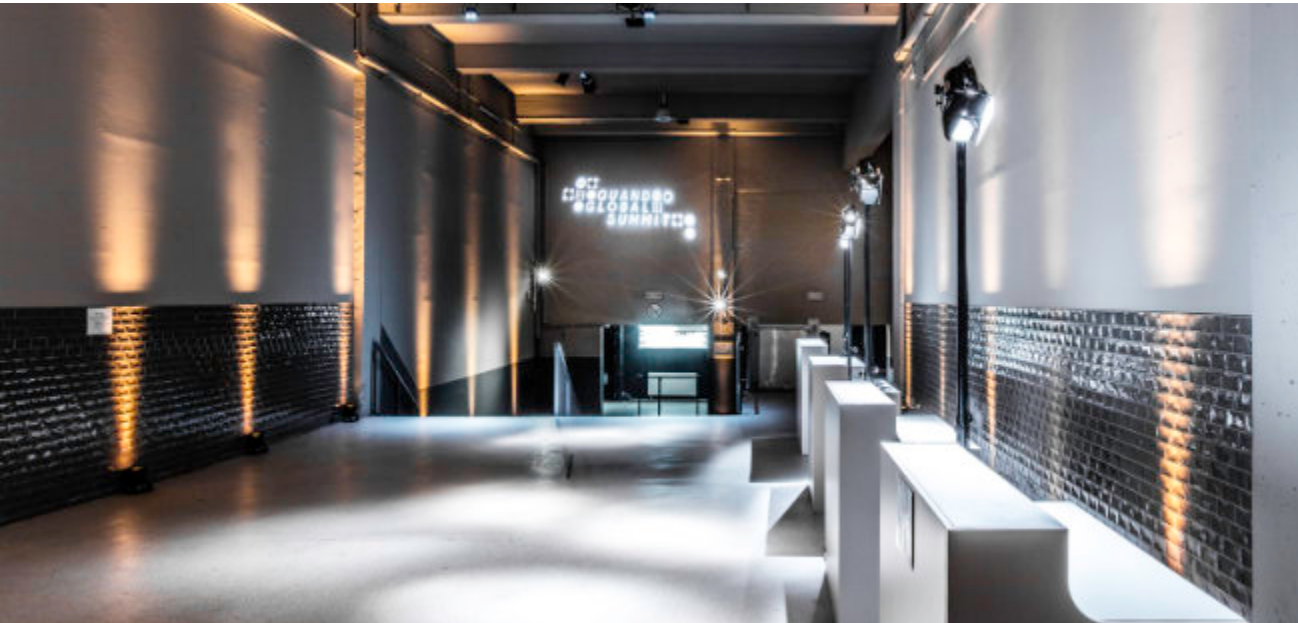


# Entrance Scenarios

Foyer - Entrance via Rollbergstraße

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#beBETA  
JOURNALISM IN PROGRESS

# NEWS TO GO

**beBeta – journalism in progress**

Conference on the Digitalization of Journalism



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by GOLDEN BOX

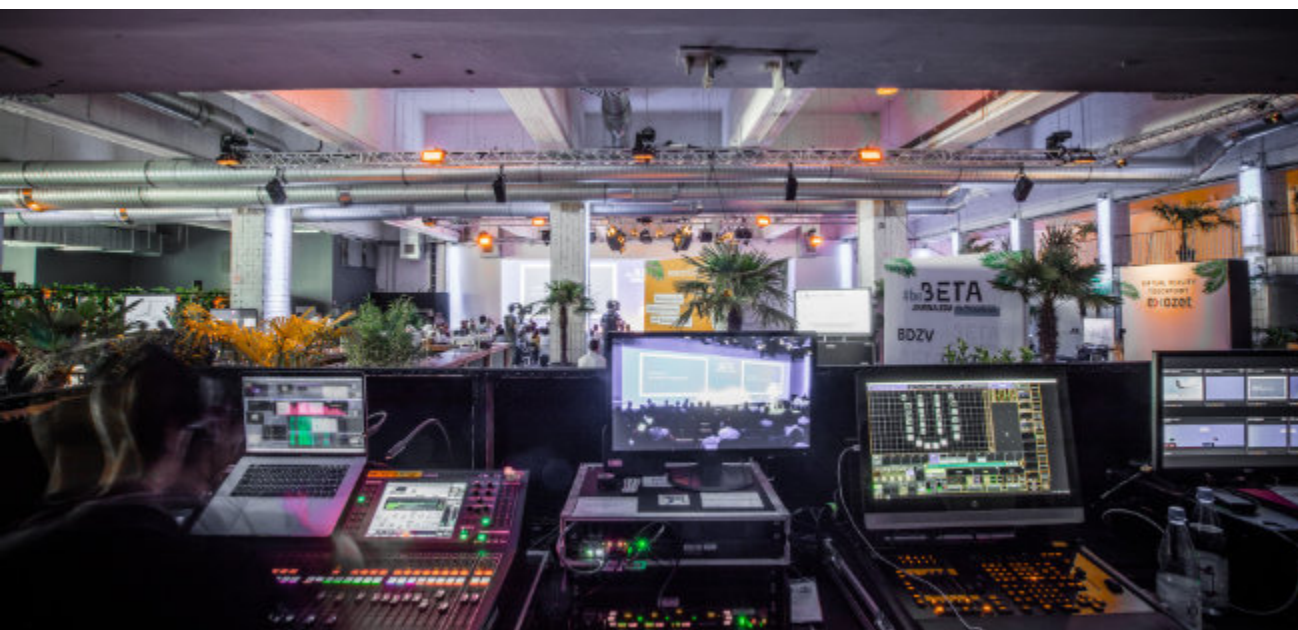


# beBeta – journalism in progress

Conference on the Digitalization of Journalism

# VOLLGUTLAGER

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# beBeta – journalism in progress

Conference on the Digitalization of Journalism

# VOLLGUTLAGER

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# DINNER

**Dinner for up to 500 guests**

Urban Feeling while dining and networking

# VOLLGUTLAGER

by GOLDEN BOX





# Dinner for up to 500 guests

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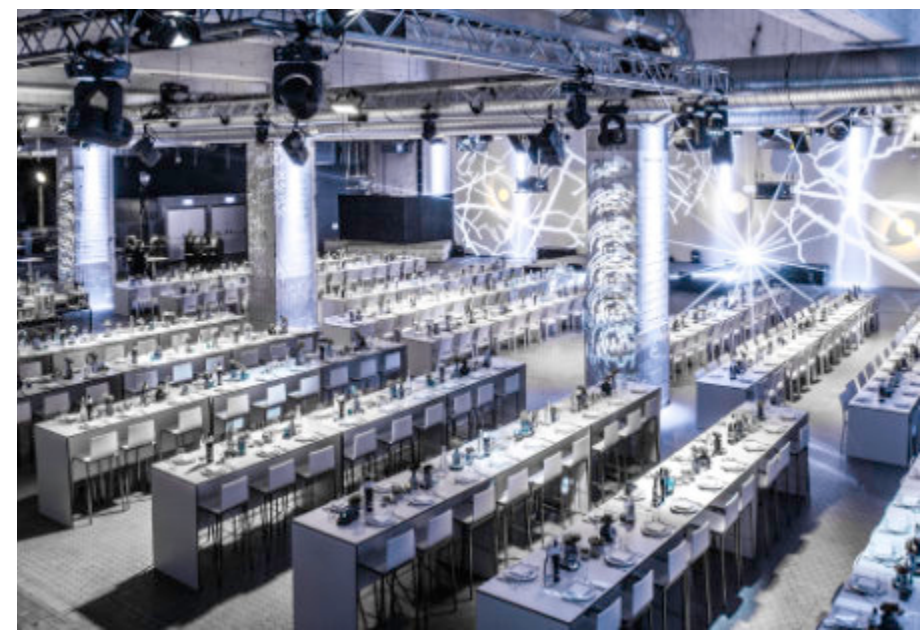
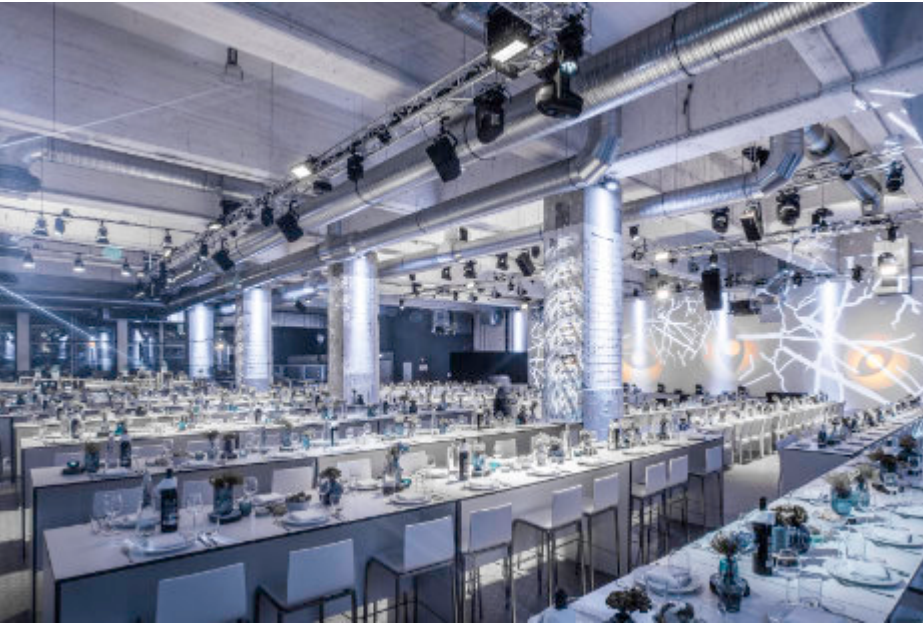


# Dinner for up to 500 guests

Urban Feeling while dining and networking

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# Dinner for up to 500 guests

Urban Feeling while dining and networking

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**DREES &  
SOMMER**



# BUILD A FUTURE

**Designing the Future**  
Conference on the Transformation in Real Estate



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by GOLDEN BOX



# Designing the Future

Conference on the Transformation in Real Estate

# VOLLGUTLAGER

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# Designing the Future

Conference on the Transformation in Real Estate

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# ENABLING DEMOCRACY

**Debate Convention of the SPD**  
Conference including Talks and Break-Out-Sessions





# Debate Convention of the SPD

Conference including Talks and Break-Out-Sessions

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# Debate Convention of the SPD

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# CORPORATE PRESENTATIONS

## Product & Fashion

Urban Setting for your Product Presentation



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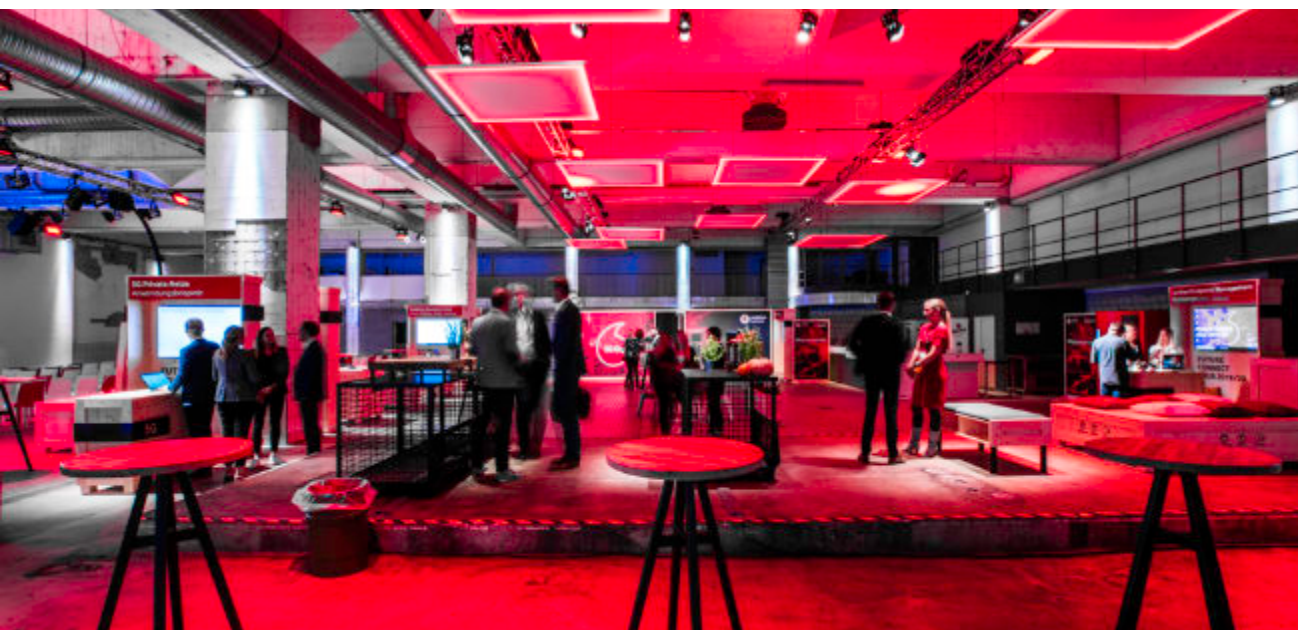


# Corporate Presentations

Product Launches

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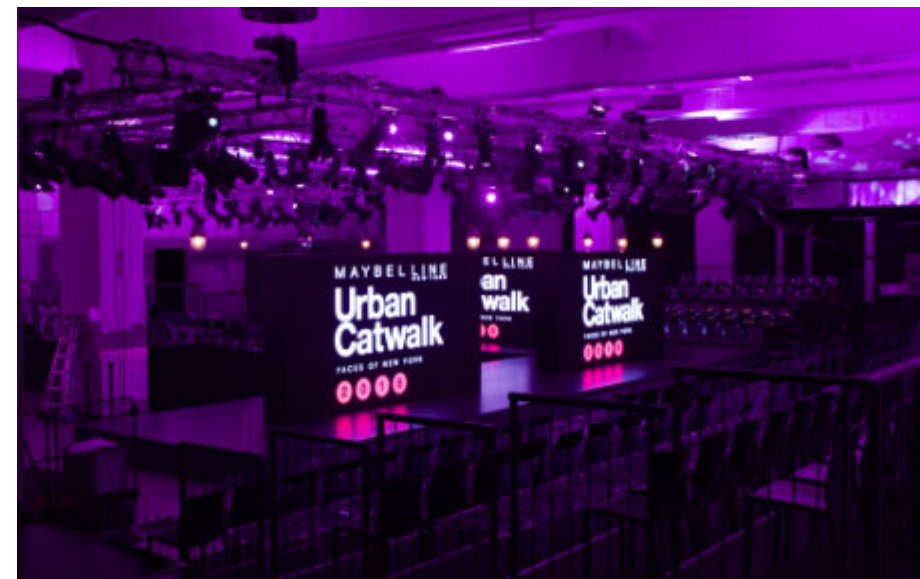


# Corporate Presentations

Fashion Shows and Video Shoots

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# Summer in Berlin!

Our summer location in Friedrichshain.



**RADSETZEREI**

## **VOLLGUTLAGER**

by GOLDEN BOX

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