25TH NOVEMBER 2016

A LOT GOING ON IN THE CITY-WEST:

AS THE YEAR DRAWS TO A CLOSE, BIKINI BERLIN IS ANNOUNCING THE ARRIVAL OF SEVERAL NEW ADDITIONS

As 2016 ends and 2017 begins, there's a lot to be discovered at BIKINI BERLIN: a number of new permanent tenants, exhibitions and pop-up boxes are opening in the City-West and adding to the uniquely curated shop selection. With new permanent tenants like Mac and Samsøe & Samsøe, BIKINI BERLIN is extending its individual shopping offer of fashion and beauty. Spreegold, a true Berlin gastro concept, will be moving to Budapester Strasse in the spring. And with the opening of a new club in 2017, BIKINI BERLIN is also reviving the nightlife offer in the City-West.

Spreegold

Berlin from sunrise to sunset. Spreegold serves up dishes, snacks and drinks prepared freshly on a daily basis that suit the particular time of day: great coffee, delicious breakfasts, salads, homemade pasta and burgers, as well as steaks and bar food in the evening. Their own bakery selling excellent baked goods all day long completes the offer. From the beginning of April, visitors to BIKINI BERLIN can choose from three levels when they decide to take a break from shopping, all used in different ways – sometimes just in passing, or sometimes much more extensively until long after the sun has set, they symbolise the morning, afternoon and night.

www.spreegold.com

New club

A new BIKINI BERLIN tenant will be bringing a breath of fresh air to Berlin's nightlife next year: between L'Osteria and the 25hours Hotel, a new club concept will be opening at the end of 2017, which will also be hosting small concerts and events alongside regular club nights. But the owners Prof. Stephan Gerhard, Valentin Gerhard, Behnam Mashoufi and Babak Tajbakhsh haven't yet decided on a name for the hotspot.

Mac Cosmetics

Mac Cosmetics create trends and celebrate diversity and individuality. Mac is synonymous with quality and a wide variety of colours. As well as must-have classics that belong in every make-up bag, Mac regularly brings out trend products and collections, often in cooperation with celebrity brand ambassadors. So whether you

prefer eye-catching or classic make-up looks, Mac products will be available to purchase on the ground floor of BIKINI BERLIN from spring 2017.

www.maccosmetics.de

Samsøe & Samsøe

In mid-January, Danish contemporary label Samsøe & Samsøe is opening its first bricks-and-mortar store in Germany on a retail space covering 170 m² on the ground floor of the concept shopping mall. The label with Danish roots stands for a high-quality, minimal and linear design. Its men's and ladies' collections stand out with their unmistakeable Scandinavian look and high recognition factor.

www.samsoe.com

POP-UP BOXES

Der Gugl

Since 11th November, Der Gugl has been proving that cakes don't always have to be big to make people happy at their richly detailed pop-up box, which boasts amazing attention to detail. Anyone with a sweet tooth will love their mini versions of the delicious Gugl cake – a southern German, Austrian and Swiss cake baked in a high, ring-shaped tin with a hole in the middle. And they make the perfect gift on special occasions like Christmas, New Year or birthdays. With this pop-up box, the "lucky seven", as the seven team members behind the brand call themselves, are now represented with their first shop in Berlin.

www.dergugl.de

odernichtoderdoch

Behind odernichtoderdoch is a little brightly coloured world of creative ideas, pretty organisation helpers, humorous postcards and gift items. After starting out as an online shop, the team is now presenting its first stationery store: their creations have been available since 1st November on the ground floor of the concept shopping mall.

www.odernichtoderdoch.de

EXHIBITIONS

How to find true love and happiness in the present day

Is it possible to find love and happiness in a time that is increasingly influenced by fear and extremes? Based on the eponymous song by British punk rock band The Stranglers, the group exhibition "HOW TO FIND TRUE LOVE AND HAPPINESS IN THE PRESENT DAY", co-curated by the artists Sebastian Nebe and Esther Horn, is broaching the subject with a total of 16 different contemporary pieces of figurative and sensitive art. The exhibition will be on show until 31st January 2017 on the first floor of BIKINI BERLIN. It is being supported by the Cultural Advisory Council Charlottenburg-Wilmersdorf, the Kleindienst Gallery, the graphic design agency Lamm & Kirch from Leipzig and the Prater Garten Berlin.

Positions

To commemorate the 80th birthday of Vera Mercer, her friends, patrons and fans have organised an exhibition of her still life photos and portraits, which is being shown on the second floor of BIKINI BERLIN. After stops in Paris and Omaha, Nebraska, the artist is now exhibiting her mostly large-format works full of joie de vivre and vanitas in her chosen hometown of Berlin until 17th December 2016. Her opulent arrangements of flowers, fruit, freshly caught fish or wild game are similar to those of the European paintings of the 17th century, but Vera Mercer's works remain unrivalled in the world of contemporary photography.

www.veramercer.com

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