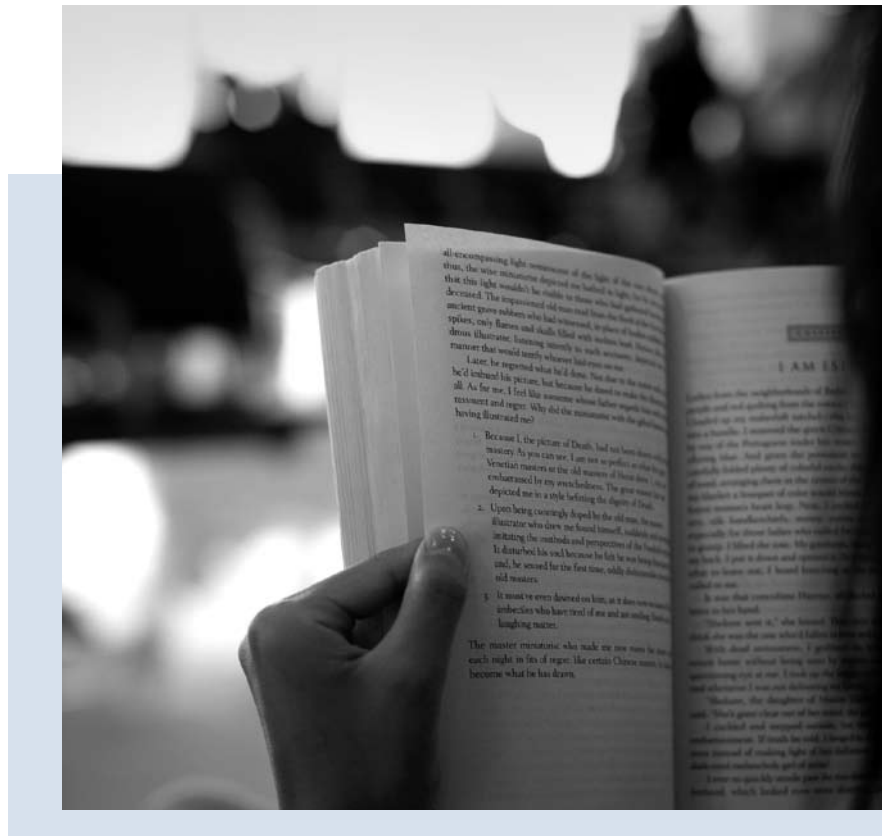


Berlin – a publishing city



From the contents	Page
On the way to Number 1 – a potted history of the publishing city Berlin	2
A present with a future – Berlin as a publishing city, today and tomorrow	3
A place to deal books – from book supermarkets to specialist book shops	5
A place to write – authors in Berlin	7

Editorial

That publishing houses are commercial entities is not a revolutionary statement. But publishers are also private sector institutions for culture, learning and science, without which our world would not be what it is, and without whose work disseminating culture and knowledge of our society's future development is scarcely imaginable. In the same way as a book itself is both merchandise and a cultural artefact and therefore belongs to both the sphere of the mind and that of commerce, publishing houses are centres of economic thought and action on the one hand, but also valuable sources for understanding where we come from and laboratories for future developments.

In order to fulfil their role in the interest of the company and as service providers for society, publishers need appropriate local conditions. Our brochure provides an eloquent demonstration of the fact that in this respect Berlin's cup truly runneth over. Berlin is the capital of book

retailing, of authors, libraries and archives, museums and theatres, universities and academies. More than 300 publishing houses alone benefit from it by making use of the unique cultural and knowledge infrastructure in our city.

I am proud that Berlin is in the process of regaining its former pre-eminence as a German publishing metropolis. We are doing all we can to support and accelerate this progress, which was originally set in motion by reunification. This brochure, which provides an overview of the past and present situation in the publishing city Berlin and the benefits it offers publishing houses, is part of these endeavours.

Harald Wolf, Senator for Economics, Technology and Women's Issues

On the way to Number 1

A short history of the publishing city Berlin



The Royal Library at the Opernplatz, opened in 1784 and nicknamed „the commode“



Librarians with the catalogue of the Royal Library in 1905

Up until the 1880s Leipzig was the centre of book retailing in Germany. It was where the only German book fair took place and the seat of the national book dealers and publishers association (Börsenverein des Deutschen Buchhandels). The publishing houses could draw on a unique infrastructure of specialised suppliers. Measured by the number of publishers, titles published and revenues, Leipzig was far and away the most important publishing city in Germany.

Two revolutionary events, the establishment of the German empire in 1871 and the proclamation of Berlin as the German capital, had far-reaching consequences for publishing in Germany. The pull exerted by the new capital was enormous and affected all areas of society. As the capital of research

and industrial development Berlin became a competitor to Leipzig and as a cultural metropolis it attracted publishers. Above all though, the cultural atmosphere in the capital not only led to the development of new artistic schools and movements, but also to the establishment of numerous publishing houses which provided a written accompaniment to them.

By 1885 Berlin had already overtaken the traditional book city Leipzig. In that year 2,743 new titles were published in Berlin, whilst Leipzig only managed 2,664. By the 1920s at the latest, Berlin stood alone at the summit of book publishing in Germany.

However, Berlin's halcyon days as the leading publishing city did not last long - until the end of the Weimar Republic in fact. With the National Socialists' takeover of power in 1933 began an unprecedented destruction of the publishing landscape in Berlin.

After the Second World War both key publishing centres in Germany, Berlin and Leipzig, were situated in the east of the Republic and therefore subject to the influence of the communist states. Many publishing houses from Leipzig (or their owners or successors) fled to the West and many (West) Berlin publishers followed them due to the political instability in the city. The places in which they sought refuge and where they started to publish again were not

chosen as one would select a business location today. People moved to the towns where their relatives and friends had ended up, or where they had or could easily organise professional contacts, as publishing required a licence. This meant that in the post-war period the publishing business developed along decentralised lines. After 1945 no city in West Germany was able to achieve the same status as a publishing metropolis that Leipzig had held in the nineteenth century or Berlin in the twentieth.

In the post-war period Berlin lost internationally renowned publishing houses. The best known, amongst many others, were the publishing houses of Samuel Fischer and Ernst Rowohlt. The building of the Berlin Wall in 1961 finally completed the city's isolation. From then on the large scientific publishers formed the backbone of the publishing business in Berlin. In the late 60s, following the student movement, Berlin became the clandestine capital for small publishers, but only the fall of the Wall really opened up new prospects for Berlin as a publishing city.

The reunification of the city fundamentally altered Berlin's position amongst towns in Germany, and despite some setbacks it is now on the way to regaining some of its former glory as a publishing city.

Samuel Fischer,
founder of the
publishing house
S. Fischer in
Berlin



Egmont Harald Petersen,
founder of the
Egmont Foundation



A present with a future

Berlin as a publishing city today and tomorrow

Production of titles

Measured by the number of first editions published in the year, Berlin was in fourth place amongst German publishing cities in 1991 with 5,500 titles, behind Munich, Frankfurt am Main and Stuttgart. In 2006 Berlin had overtaken all its competitors and now leads the league table with 9,005 first editions. This means that nearly 14 percent of all first editions published in Germany that year came from Berlin.

Berlin is the best

In the same year Berlin also achieved first place amongst German publishing cities by the number of publishing houses, according to the statistical year-book of the German book dealers and publishers association (Books and book retailing in figures). This lists 153 publishers based in Berlin and 151 in Munich. According to the „Address book of book retailing in Berlin and Brandenburg“ edited by the local branch of the association, the city is home to even more than 300 regularly active publishing houses.

Revenues of publishing houses in Berlin

Seven Berlin-based publishers or publishing groups are amongst the top 100 in Germany. In 2006 they generated revenues of EUR 1.113bn. If the revenues of the other 300 publishing houses in Berlin are included, total annual publishing revenues amount to more than EUR 1.4bn, according to

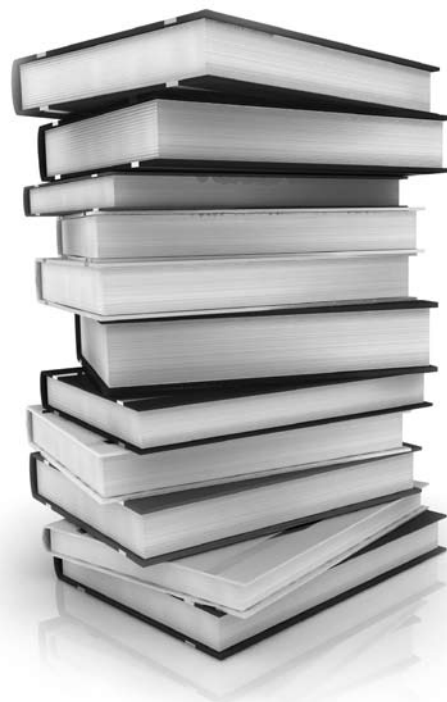
estimates by the Berlin-Brandenburg branch of the book dealers and publishers association.

A diverse publishing environment

The vitality and diversity of the publishing landscape in Berlin has no equivalent anywhere in Germany. The largest and best known internationally are the scientific publishers. Springer Science+Business Media is not only the largest scientific publishing house in Berlin, but also heads the list of the largest publishers in Germany. The venerable publisher Walter de Gruyter can look back on a 250 year history in the city and became the largest publisher for humanities in continental Europe with the acquisition of K. G. Saur and Max Niemeyer in 2006.

From an economic perspective the publishers of school textbooks come second, particularly Cornelsen, the largest company in Germany in the sector.

The return of the publishing group Ullstein to its original Berlin headquarters in 2004 was an outstanding contribution to the wealth of publishing talent in the city and gave Berlin a considerable boost as a publishing location. The establishment of Rowohlt Berlin as a subsidiary of the former Berlin-based Rowohlt immediately after the fall of the Wall has also proven to be a milestone in the city's development. The Aufbau publishers should also be mentioned here, which have represented some of the greatest growth potential



in the city since reunification. Publishing houses such as that belonging to Klaus Wagenbach (who moved to Berlin as other publishers were fleeing), but also Eulenspiegel, Rotbuch, Ch. Links, Nicolai, Schwarzkopf & Schwarzkopf, Alexander, BeBra and Transit – to name but a few – have continued, for decades in some cases, to enrich the German book market with new publications and provoke welcome sensations in the literary supplements. They are part of a group of medium and small publishing houses founded in the 1960s or after reunification.

The keyword Young Publishers is used for companies established during a spate of start-ups which began around five years ago and is still continuing today. They include Berenberg,



House No. 2 of the Cornelsen Verlag in Berlin



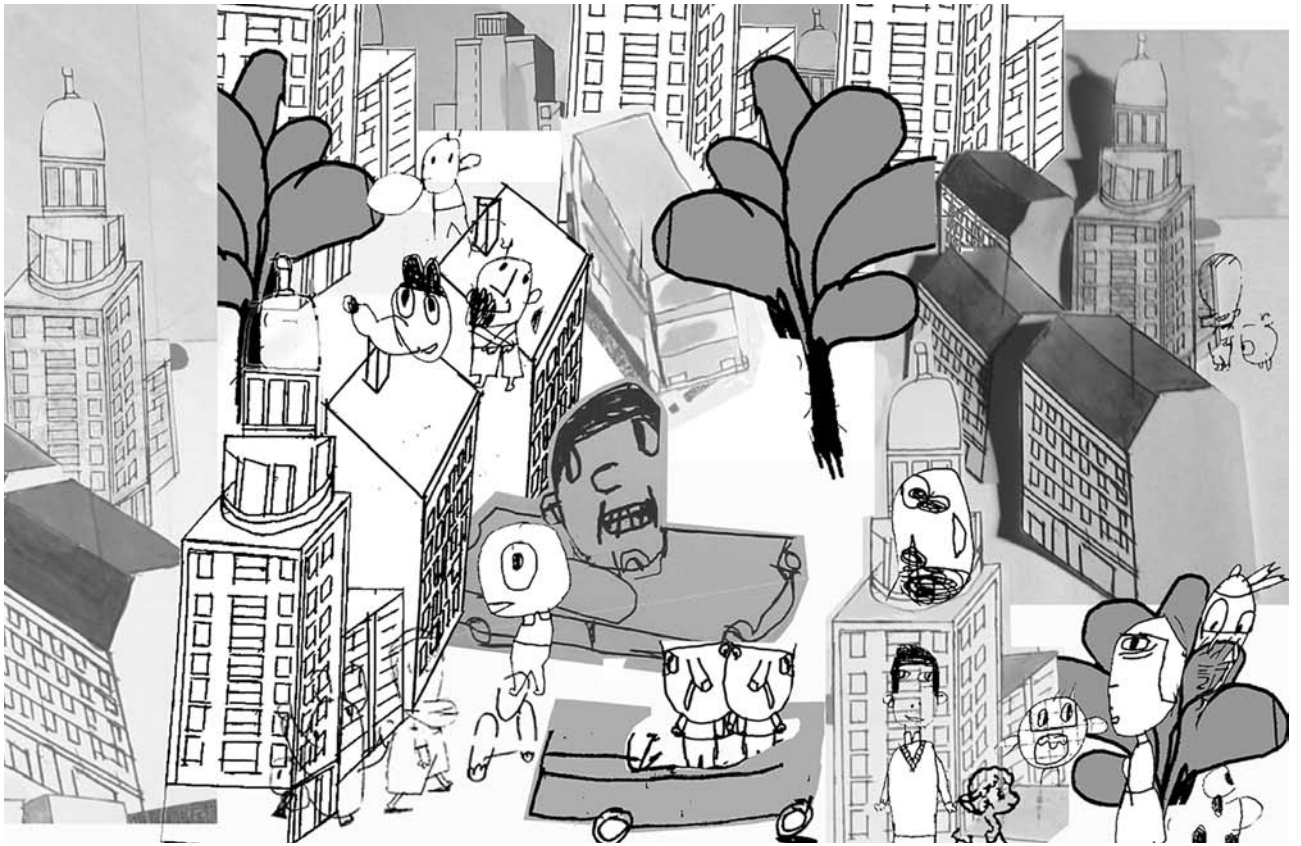
Ullstein House on Mariendorfer Damm, built for the Ullstein-Verlag in 1925-1927



Headquarters of the Axel Springer Verlag in Berlin



Premises of the Aufbau Verlag on Hackescher Markt



© CX Huth

Kookbooks, Verbrecher and Wolf Jobst Siedler jr. but also Matthes & Seitz, which moved to Berlin from Munich and is now enjoying a new lease of life here. These young firms have caused a furore in the press and given the book retailers a number of surprises.

The topography of the publishing environment in Berlin is completed by a range of mostly smaller firms active in a variety of areas including children's books and comics, art and travel, other cultures and many more.

There can be no doubt that Berlin is the comic capital of Germany. The multifarious metropolis satisfies all the conditions a growth sector needs. For decades the ninth art led the life of a recluse in Germany, often discredited as sub-standard culture, but in recent years the page has finally been turned. This is partly due to the enormous economic success of mangas, but also to the fact that sophisticated comics, known as graphic novels, are increasingly receiving favourable reviews in the literary supplements. Berlin's dynamism and creativity play a vital role in its pre-

eminence as a comic location and are essential for both publishers and the animation industry. Berlin offers young artists an excellent setting, with cheap studio space and numerous galleries which also show the work of newcomers. At the fringes of the established publishing houses this has led to the

creation of a wide range of independent groups and studio communities who publish their comics autonomously. Egmont-Ehapa is a giant of the industry which has relocated to Berlin. The traditional comic book Mosaik has sold in large quantities since 1955 and has been published by MOSAIK Steinchen für Steinchen Verlag in Berlin since 1991. Reprodukt is a smaller publisher but has a reputation for innovation both in the German comic industry and internationally. Berlin is also home to what is currently the only comic library in Germany - the Renate Comicbibliothek, which holds 10,000 comics and items of secondary literature.

The sheer number of publishers in Berlin, and above all the diversity of their topics and programmes are proof that the city provides ideal conditions for almost every kind of publishing activity.



© Mawil

A place to deal books

From book supermarket to specialised bookshop

As Germany's biggest city, Berlin is naturally the capital of book retailing. And the same holds true in Berlin as in the rest of the country: even in the internet era, bookshops remain the publishers' most important retail partners and the customers' preferred place to shop. In 2005 mail order bookshops accounted for 11 per cent of retail sales, by catalogue and internet together, whilst high street bookshops generated 55 per cent of these sales. (The remaining sales to end consumers were split between other retailers and publishers' direct sales.) In Berlin some 400 book retailers generate annual revenues of around EUR 1.1bn, equivalent to roughly 5 per cent of total book sales in Germany.

cultures, audio books, school books and postcards - there is scarcely an area of interest which has not been adopted by a specialised bookshop. The advantage for publishers is that they have opportunities to present their books here which exist nowhere else. The advantage for customers is that they can look at, pick up and flick through more books here before deciding to buy than is possible elsewhere. On top of these retailers come more than 150 antique book dealers who also hold a wide assortment of specialised stock.

One and a half to two million titles are available immediately in Berlin, according to figures from the Berlin branch of the book dealers and publishers

up rapid contacts between the sales departments of the publishing houses and the decision makers in the bookshops, which in turn form ideal conditions for organising readings by authors in Berlin bookshops. And if there isn't enough room in the bookshop itself, the dealers' abundant contacts to theatres and other venues will ensure a suitable setting is found for a major literary event.

Berlin also leads the field in terms of the number and order volume of over 80 publishers' representatives. The shared offices of the largest group of freelance publishing representatives in Germany are located here. Eight representatives who know the local market intimately



The Berlin-based author Judith Hermann at a reading in Kaffee Burger

Berlin has a range of highly specialised book dealers, which for the sheer breadth of topics covered can be found nowhere else in Germany. In addition to general interest and scientific retailers there are a large number of bookshops for specialised and professional interests such as cooking and travel, bicycling and transport, comics and fantasy, biography and detective novels, art, architecture, film and design, children's and young people's literature, theatre, music and media, sailing and homosexuality, esoterica and anthroposophy, Judaism and theology, literature in foreign languages and non-European

association. This diversity is of great benefit to the editorial staff of publishing houses, media professionals and authors, who have unique opportunities for research in Berlin. Of course Berlin's numerous libraries and archives are also available for the same purpose (see page 11).

An additional advantage for publishers is that almost 10 per cent of all bookshops in Berlin organise programmes of readings, some larger, some smaller, in which authors from publishing houses based here play a key role. The physical proximity makes it easy to build

have joined forces under the name of „Publishers representatives in Berlin“ and with the support of permanent employees provide services to almost 120 publishing houses.

A place for news

Media and news agencies in Berlin



Since the fall of the Wall Berlin has become one of Germany's leading media locations, which is an additional reason for publishers to come here. The relocation of the editorial offices of Bild from Hamburg to Berlin is further evidence that Berlin's attractiveness as a media city has not yet peaked.

Newspapers and journals

Publishing houses also have an interest in the fact that so many newspapers and other editorial offices are based in Berlin. Currently there are no fewer than eight daily newspapers here: Berliner Kurier, Berliner Morgenpost, Berliner Zeitung, BZ, Neues Deutschland, Tagespiegel, taz and Die Welt. There is also Bild Zeitung as a ninth full-scale editorial office.

Over 50 newspapers and journals from elsewhere in Germany have set up offices here, including Süddeutsche Zeitung, Frankfurter Allgemeine Zeitung, Der Spiegel, Die Zeit, Brigitte and Stern - all the relevant print media in Germany are now represented in the capital. Naturally this is also true of foreign papers, from the London Times to the New York Times.

Magazines

In addition to the established daily newspapers there are numerous magazines for special interest groups

in Berlin. To start with are the listings magazines Zitty, Tip, Prinz, Siegessäule and Blattgold, which report on cultural and popular events. The monthly publication Ex-Berliner deserves a special mention here, which also provides a listings guide in addition to high-quality journalism in English.

Lette International is a sophisticated quarterly with essays on culture, philosophy, politics and art. This, hand baggage for global citizens' as the magazine styles itself, has been published since 1993 and is now an institution, also providing column space for poetry, stories and discussions. The cultural magazine Monopol, Vanity Fair and the literary magazines and newspapers are also worth mentioning.

Radio and television

24 German radio and television stations broadcast from Berlin, the national public broadcasters ARD and ZDF have a 'Capital City Studio' here and there are also around 15 foreign television stations. Their news and reports from and about Berlin are seen around the world.

News agencies

All the major German and international news agencies have set up shop in the vicinity of the seat of government. As well as Deutsche Presse Agentur and Deutscher Depeschen Dienst there are

Reuters, Xinhua, Saudi Arabia News Agency, Agence France Press and many others. This means that all the news comes on the ticker right away and can be further researched as required.

Online

A large number of literary and cultural web portals are also based in Berlin, of which the most famous is probably perlentauher.de. The online cultural magazine provides a review of the literary and cultural pages with links to individual articles, book reviews, book shows etc. The site satt.org is updated daily with new articles, reviews and literature, comics, film, music and poetry recommendations and also includes an anthology of poetry. Literaturport.de enjoys wide popularity and provides information to authors and all those with an interest in literature. As well as event listings, prizes and grants the site also contains biographies of writers based in Berlin and the locations which feature in their work.

One notable site for poetry is lyrikline.org from the literaturWERKstatt Berlin, where lyrical works from around the world can be read and heard in the original language. It also has an extensive collection of links on the subject of poetry. Other poetry sites from Berlin are the poetry slam page spokenwordberlin.net and lyrikkritik.de, which offers young lyric poets a forum.

Renatecomics.de is a large site for comics, run by the library Berlin Comicbibliothek, which also has a collection of links on the subject of comics in Berlin and around the world and lists its own and other events. At the sites electrocomics.com and reproduktcomics.de visitors can read contemporary comic art and watch it being created.

A place to write

Authors in Berlin

Berlin is Germany's capital of authors, as is evidenced by the membership lists of the two main writers associations. The German branch of the world's largest association P.E.N. (Poets, Essayists, Novelists) which runs local groups in over 140 countries, has 661 members, of which 186 live in Berlin. The situation is similar at the association of German writers (Verband Deutscher Schriftsteller), with a total of 4,000 members, of whom more than 500 are based in Berlin. However, due to their relatively small sample size the figures from the two writers associations only give a vague impression of Berlin's attractiveness for authors. Taking the current edition of the almanac Kürschners Deutscher Literatur-Kalender and adding all the authors of literary and reference works gives a total of 20,417, of which according to the publishers 1,873 have chosen Berlin as their base. If the academics listed in Kürschners Deutscher Gelehrten-Kalender are included it can be inferred that at least 10 per cent of all writers in Germany live in Berlin.

Authors from Berlin do not just have the weight of numbers on their side; they are also influential and the defining factor for the image of contemporary German literature. This is particularly true of the middle-aged and younger generation. Such diverse writers as

Thomas Brussig, Ulrike Draesner, Tanja Dückers, Julia Franck, Durs Grünbein, Judith Hermann, Wladimir Kaminer, Emine Sevgi Özdamar, Alexander Osang, Inka Parei, Ingo Schulze and Christa Wolf enjoy great literary respect in Germany and abroad.

The situation is similar for the prestigious literature prizes awarded in German-speaking countries. In the last five years the Ingeborg-Bachmann-Preis went to Berlin on three occasions. Over the same period two authors from Berlin were awarded the Georg-Büchner-Preis. The Bremer Literaturpreis went to Berlin-based writers in both of the past two years and at the Open Mike, the most important sponsorship award for authors up to the age of 35, almost every second text selected came from Berlin; a sign that the younger literary scene in particular has now relocated to the city.

At the same time Berlin is the centre for literary agents in Germany. Graf & Graf began specialising in representing German writers in 1995 when the firm was established in Berlin and there are now 120 literary agents throughout Germany. The most important include Eggers & Landwehr, Graf & Graf, Mohrbooks Berlin and The Berlin Agency - all headquartered in Berlin.



The writer Alexander Osang at a reading in the Deutsches Theater

The migration of young authors to Berlin shows no signs of letting up. The fall of the Wall and the city's architectural and intellectual expansion have created new horizons and prospects. Berlin is not just a laboratory where East and West merge together - the city has been set in motion like no other in Europe in search of a new identity. It is this open-ended process which attracts creative people from all artistic disciplines. In the field of literature especially, Berlin has long outgrown its own city limits. Its authors are making a defining contribution to aesthetic discourse and contemporary issues, not only in Germany.



The author Ingo Schulze at the Theaterhaus Mitte

A place to write

Literary institutions and festivals

An infrastructure of literary institutions has been developed in Berlin, starting prior to but accelerating since reunification, which is without equal worldwide. These are institutions run by the city of Berlin, the Federal Republic or by individuals and private sector sponsors. Publishing houses can draw on a wide spectrum of forums in which to present their authors, more than in any other city in Germany.

Literary institutions

Berlin literary institutions enrich the literary life of the city and provide new input with readings and exhibitions, podium discussions and colloquia, festivals and grants, meetings for writers and ample networking opportunities.

The Literaturhaus Berlin, founded in 1986, unintentionally became the inspiration for all literature houses of its kind in German-speaking countries and has long been famous outside the city for its readings, exhibitions and publications. The Literaturhaus sees its role in making a wide range of literature accessible to as broad a public as possible. The Literary Colloquium Berlin (LCB) on the other hand has become a „nerve centre for all literature in German“ (Peter van Matt) since its establishment in 1963. Public readings

are accompanied by meetings of writers and translators, symposia and conferences between authors and other literary professionals such as publishers, critics and journalists. The LCB is a guest house, conference location and academy in one.

The LiteraturWERKstatt Berlin is based in the Kulturbrauerei in Prenzlauer Berg and organises a sophisticated programme of evening and other events, as

programme of public events, which are largely focussed on literary, historical and political topics.

Since 1990 the city has been home to LesArt, the Berlin centre for children's and young people's literature, which is unique in Europe. The objective of the association is the literary and aesthetic education of children, primarily by means of contemporary literature for children and young people.

The Academy of Arts was originally founded in 1696 as Academie der Mahler-, Bildhauer- und Architectur-Kunst (Academy for Painting, Sculpture and Architecture) and today makes a considerable contribution to the literary life of Berlin with its exhibitions, readings, colloquia and writers conferences.

Every Thursday a reading takes place in the Buchhändler-Keller in the Carmerstraße in Charlottenburg, where German-speaking authors read from recent publications. This institution in the literary life of the city was established in 1967 by a circle of young book dealers („Arbeitskreis Berliner Jungbuchhändler“) and also offers a range of programmes every Tuesday.

Other important literary events are hosted by the Haus der Kulturen der



well as the annual Poesiefestival Berlin, the Zebra Poetry Film Award and Open Mike, the most important sponsorship award for young literature in Germany.

The Literaturforum of the Brecht House in Chausseestraße, Berlin-Mitte, is primarily devoted to promoting the work of Bertolt Brecht and a dialogue between the theatre and other arts and media. These key themes run through a packed



Literaturhaus Berlin on Fasanenstraße



Academy of Arts, Berlin



Welt, DAAD, foreign cultural institutes and embassies, numerous literary salons and podiums in cafés and bars, such as the famous Kaffee Burger in Torstraße in Mitte, and of course by the many bookshops which organise readings.

Literary festivals

A total of eight literary events takes place every year in Berlin, and each has a wide-ranging programme.

The festival year begins on a Saturday in May with the Long Book Night in the Oranienstraße in Kreuzberg, where 120 readings are given in more than 40 locations.

In June the LiteraturOrt Prenzlauer Berg welcomes visitors to its annual literature week. The many readings and events on and around the Kollwitzplatz now enjoy a huge following not only in the neighbourhood but all over town. One of the highlights of the literature week is the award of the Prenzlauer Berg literary prize. This is swiftly followed by the Berliner Book Festival, also in June, which attracts tens of thousands of visitors to the Bebelplatz, where books were burned by the Nazis on 10 May 1933. It is one of the largest literary events in Germany, presenting over 100 bookshops and publishers on a single weekend and offering more than 40 free readings for children and adults.

Still in June is the Poesiefestival, which draws poets from around the world to Berlin. The highlight of the week-long festival is an outdoor spoken word concert entitled Weltklang - Nacht der Poesie (The sound of the world - a night of poetry).

Every September the literary Berlin celebrates the two week Internationales Literaturfestival Berlin (ilb) with many events (also for children) and authors from all five continents. The Berliner Märchentage (Fairy Tale Days) in autumn provide fairy tales, stories and much more for children and adults. Two weeks after the Frankfurt Book Fair the Berlin-Brandenburg Book Weeks open at the end of October, with some 160 readings taking place in Berlin and Brandenburg.

In 2007 the Berlin Krimi-Tage (Detective Novel Days) with around 40 readings are also being organised for the first time in collaboration with the Berlin-Brandenburg Book Weeks.



Berliner Kulturbrauerei in Prenzlauer Berg



K.P. Herbach (12.03.1944 – 12.01.2004) in front of his Buchhändlerkeller (book dealers' cellar)

A place for teaching and research

Berlin Universities

Professional, reference and school text books account for 35 per cent of sales revenues in the book market and are predominantly written by scientific writers. For many publishing houses the proximity to scientific institutions is therefore an important factor in choosing their headquarters, so that Berlin, which is Germany's main city for science and research, also has the highest concentration of scientific publishers.

Universities and colleges of applied sciences

There are nearly 140,000 students in Berlin and the city has four universities: Freie Universität and Humboldt Universität as well as Universität der Künste and Technische Universität Berlin.

The tertiary education sector also includes five colleges of art and seven colleges of applied science as well as a number of private international schools and colleges.

Research institutes

Berlin has over 70 non-university research institutes. The main German institutes and scientific research centres are either based in Berlin or have a section here.

Of the scientific research centres the most notable are the Helmholtz centres,

the Max Planck Institutes and the Fraunhofer Institutes. They are primarily devoted to research in the natural sciences and medicine, as are the Hahn-Meitner Institute, the Max Planck Institute for molecular genetics and the Max-Delbrück-Centrum for molecular medicine. Other Berlin institutes active in the fields of natural science, technology and medical research are Charité Universitätsmedizin, the Bundesanstalt for Material Research and Testing, the Konrad-Zuse-Zentrum for Information Technology and the Robert Koch Institute.

An equally large number of organisations in Berlin are devoted to the humanities. As well as the better known ones such as Stiftung für Wissenschaft und Politik, the John F. Kennedy Institute for North America Studies, the Otto Suhr Institute and Deutsches Archäologisches Institute, several newcomers such as Zentrum für Literaturforschung and Zentrum Moderner Orient have become established. The major scientific research centres also have a humanities focus, such as the Helmholtz Zentrum für Kulturtechnik and the Max Planck Institute für Wissenschaftsgeschichte.

The Wissenschaftskolleg or Institute for Advanced Study has an outstanding international reputation and invites 40 Fellows every year from the natural sciences, humanities and social sciences, also including composers and writers.

Sharing knowledge, communicating knowledge

The Academy of Sciences and the Academy of Arts were both founded at a time of rapid cultural development in the city around 1700.

The Berlin-Brandenburg Academy of Sciences is made up of 20 elected members and in addition to supporting scientists, their research projects and networks it promotes the broad dissemination of scientific knowledge in the public arena. In the 300 years since its foundation the academy has produced 76 Nobel Prize winners.

The Berlin Academy of Arts, situated directly at the Brandenburg Gate, is an important address in the literary life in the city. Its vast archive is one of the most important art archives in Germany. Another Berlin institution is the Urania. The public lecture theatre was co-founded in 1888 by the astronomer Wilhelm Foerster; it is unique in Europe and is devoted to making scientific learning available to all. Today, lectures are given on the most diverse subjects and films are also shown regularly. The Berlin Film Festival has also discovered the cinema at the Urania and uses it as one of its venues.

Every year the Long Night of Science allows the public to catch a glimpse of the diversity of scientific life and work in Berlin. A wide range of organisations and research institutes are open for visits by the public. Students and professors are available to answer questions, perform experiments or to explain their scientific work.



Philological Library at Freie Universität Berlin

A place for collecting and preserving

Libraries and archives in Berlin

Books, books, books

With the Staatsbibliothek and its trove of more than 12 million volumes Berlin has one of the largest libraries in the world. Many were saved from flames and bombs in the Second World War, but there were also considerable losses, which are being replaced where possible.

The Kulturforum on Matthäikirchplatz houses the Art Library established in 1867. In addition to its history of art department it accommodates a costume library, a collection of ornamental engravings, collections of drawings, posters and advertising, graphic art, photography and book design. With over 400,000 volumes it is one of the most important art history libraries in Germany.

Freie Universität, Humboldt Universität, Technische Universität and Universität der Künste all have extensive university and departmental libraries, with substantial resources available on almost every subject.

The largest public library in Berlin is the Zentral- und Landesbibliothek. The Zentrum für Berlin Studien houses the largest collection of literature on Berlin in Ribbeck House (Breite Straße 32-36), the city's last remaining building from the late Renaissance period. Together the two libraries have the highest user frequency of any public library in Germany, with up to 10,000 volumes borrowed per day. Berlin also has 19 district and borough libraries as well as mobile libraries.

Literary estates, documents and autographs

Berlin has over 100 archives, which can be located at www.berliner-archive.de. The most important one for the city is the Landesarchiv Berlin. It holds an abundance of documents on the history of the city from the Middle Ages to the present day in 33,000 metres of file space and 1 million photographs.

In addition to correspondence from the Magistrat (former city council), the borough administration, law courts, building and legal administration offices other archives have been added in recent years, including the Helene Lange Archive and the Archiv der Deutschen Staatsoper. The Landesarchiv also collects a wide range of audiovisual archive material as well as posters, manuscripts and deeds. There is also a collection on the history of the theatre.

Stiftung Stadtmuseum Berlin collects historical documents on the history of the city from its foundation in the 13th century. Documents from central administrative departments and organisations of the Brandenburg-Prussian state are kept in the Geheimes Staatsarchiv Preußischer Kulturbesitz. The oldest record is from 1188 and there are also a large number of seals, coats of arms, portraits and technical drawings. From 1867 onwards there is also the Parlamentsarchiv des Deutschen Bundestages. The political archives of the Foreign Office hold bilateral and multilateral treaties from 1811 onwards.

The archive of the Berlin Brandenburg Academy of Sciences is 300 years old and considered to be the oldest and best-endowed scientific archive in the world. It functions as a literary archive and took over the Literaturarchiv-gesellschaft in 1944. The Max Planck Gesellschaft also maintains an archive on its own history. A large collection of manuscripts and no less than 729 literary estates can be found in the Staatsbibliothek.

Of all the art history archives in Berlin the most famous is the Bertolt-Brecht-Archiv with some 400,000 documents. The Filmmuseum Berlin - Deutsche Kinemathek - contains 12,000 films, both silent and modern, 30,000 screenplays, the estate of Marlene Dietrich and an extensive collection of film technology. Some 500 individual items on teachers and students of the Bauhaus are preserved in the Bauhaus-Archiv at the Museum für Gestaltung, along with



Berlin State Library: The music reading room in the Haus unter den Linden

a collection on the history of the public reaction to the Bauhaus. The Deutsches Musikarchiv collects recordings, scores and books and has a vast array of special collections on the subject of music. The Bildarchiv Preußischer Kulturbesitz holds over 12 million images as well as the artistic estates of many photographers.

Another important archive for the history of the city is the Mendelssohn-Archiv, where the history of the Mendelssohn, Mendelssohn-Bartholdy and Hensel families is preserved. The Stiftung Neue Synagoge Berlin - Centrum Judaicum Archiv - documents the history of the Jewish community in Germany from the 17th century until 1945. The Zentrum für Antisemitismusforschung at the Technische Universität Berlin also maintains an archive for books and records on the history of antisemitism in Germany up to the present day.

A place to live

Culture, fashion, leisure activities and hanging out in Berlin



Cultural metropolis

Berlin's vigorous cultural life is characterised by the co-existence of famous institutions and a dynamic off-culture. The city's cultural calendar lists around 1,500 events every single day. Every year more than 15 million visitors come to see the museums, castles and gardens in Berlin and Potsdam. Over 3.5 million spectators a year see a play on a Berlin stage or listen to a concert by the Berlin Philharmonic Orchestra or in the Konzerthaus. Popular highlights of the annual calendar include the International Film Festival, the Theatertreffen, Karneval der Kulturen and Christopher Street Day.

This diversity is not only an inspiration to those immediately involved in artistic production but also enriches the intellectual atmosphere of the city. The editors in publishing houses, who are the first and most important contact for authors, benefit especially from the vitality of Berlin's cultural life, which is unrivalled in almost every artistic discipline.

International cultural institutions

The city is home to artistic institutions renowned far beyond the city limits. The list begins with Haus der Kulturen der Welt, which showcases the art of other countries in exhibitions, conferences, readings, film showings, concerts and plays. In addition a number of countries also run their own cultural institutes in Berlin, offering a forum for international cultural exchange. Particular mention should be made of the British Council, the Institut Français, which also has its own cinema and the Italian cultural institute. Many embassies also organise regular cultural events.

The Berlin Festival with its annual Theatertreffen and Jazz Festival has long been a fixture in the international cultural calendar. It also puts on international exhibitions on artistic and cultural topics in one of Berlin's most attractive exhibition halls, the Martin-Gropius-Bau.

Other well-known cultural organisations include the DAAD-Galerie, where artists from around the world can present their works, the Kunst-Werke Institute and Neue Berliner Kunstverein in Mitte, Neue Gesellschaft für Bildende Kunst and Berlinische Galerie, which show work by Berlin-based artists and contemporary exhibitions. The former Bethanien hospital became famous in

1971 when it was squatted and thus avoided demolition. Today it offers artists a degree of liberty not yet common on the art market.

Festivals

It has a special status compared with the other festivals already mentioned - the Berlin International Film Festival, also known as the Berlinale. Every February it marks the beginning of Berlin's festival year and is at the same time its culmination. The world's biggest film festival open to the public attracts directors, financiers, camera crew, young creatives, actors, film critics and film enthusiasts from around the globe. They come to exchange industry chat and above all to watch films. Some 350 films are shown in 12 cinemas over a period of 10 days. The highpoint is the awards ceremony on the penultimate day of the festival, where the much sought-after 'Bears' are presented.

A very different highlight is the Karneval der Kulturen. Every year at Whitsun a colourful carnival procession wends its terpsichorean, music-making way along a route of several kilometres through Kreuzberg. The weather is often terrible, but the atmosphere makes up for it, and the party goes on until the early hours.

Leisure activities, sport and hanging out in Berlin

Green spaces galore

Over 15 per cent of the surface area of Berlin consists of woodland, but green spaces to relax in are not only located on the periphery of the city. Inner-city areas also have a multitude of parks and gardens, of which the best known is the Großer Tiergarten stretching from Zoo to Potsdamer Platz and from the Embassies to the Hansa-Viertel. Its vast spaces provide a habitat for joggers, cyclists, families and tourists; there are several beer gardens situated on romantic lakes and locks and a lot of barbecuing goes on, particularly in its designated barbecuing areas. The other parks in Berlin are also very good for jogging, strolling or

cycling - Friedrichshain, Humboldthain, Hasenheide, Volkspark Jungfernheide and Viktoriapark, to name but a few. A huge network of footpaths with delightful views runs alongside many of the rivers, canals and lakes in the city. To the south of the city are the Botanical Museum and the Botanical Garden, which is one of the largest in the world, covering an area of 43 hectares and with 22,000 species of plants.

In, beside and on the water

Berlin is crisscrossed by 197 kilometres of rivers and canals. The river Dahme flows into the river Spree at Köpenick and in Spandau the Spree flows into the Havel. The Landwehrkanal runs right through the city from Spreeufer in Kreuzberg to Schloß Charlottenburg. Many more canals connect a network of minor harbours and link them to the main waterways. The lakes in and around Berlin are ideal for water sports and Müggelsee, Tegeler See and Wannsee are extremely popular with sailing, canoeing and wind-surfing fans.

Sporting city

Berlin is a sporting city - there are more than 2,000 sports facilities, including 37 swimming pools, four combined pools and another 25 outdoor and summer pools. The Berliner's favourite sport is football and the city is home to over 320 football clubs. Berlin-Brandenburg is a particular draw for water sports enthusiasts, with more than 3,000 lakes and 35,000 kilometres of flowing water. The city is a major centre for water sports, with 112 sailing clubs, 56 rowing clubs and 57 canoeing clubs and a total of 28,000 members. In recent years golf has become increasingly popular: there are two golf clubs in Berlin and 14 in Brandenburg. Golfers can also practice their swing on seven driving ranges in the city. Various fashionable and fun sports are also popular. At any time of year tens of thousands are out and about in the city's parks and gardens and over 100 running events take place every year.



Berlin Film Festival



Alte Nationalgalerie



Berlin club life

Tolerant, cheap and trendy

Berlin is a cosmopolitan place and has room for its inhabitants to realise a diverse range of lifestyles. Rents and house prices for flats and commercial space are cheap compared with other major cities. The diversity of life and culture in the city is mirrored by the range of shopping opportunities - there is everything, from smart to edgy. Berlin is also known for its more than 300 bars, clubs and lounges.



Participants in the Karneval der Kulturen in Berlin-Kreuzberg



Schloss Sanssouci in Potsdam and its park



Berlin Marathon

Attractive subsidies

Low taxes

Together with the surrounding region of Brandenburg, Berlin offers the best subsidy regime in Europe. Companies in the area also benefit from federal government subsidies for the new German states.

The publishing industry is one of the sectors specifically targeted by Berlin's economic and structural policy. The intention is to support and expand the industry throughout its value chain. Domestic and foreign companies are eligible for attractive subsidies of up to 35 per cent of investment, depending on the size of the company, its business and structure and on condition that a job guarantee is provided for at least five years. In certain cases payroll costs can also be subsidised. The calculation is made on the basis of capital expenditure for assets in the first three years or payroll costs for additional staff in the first two years. Investors can also take advantage of subsidised loans and in some cases the state of Berlin also underwrites guarantees.

■ [A guide to subsidies by Investitionsbank Berlin - www.investitionsbank.de](http://www.investitionsbank.de)



Thanks to the reform of corporation taxes carried out by the Federal Government, Germany will have the lowest tax take of all leading industrial states from 2008. Berlin also has the lowest rate of trade tax of all major German cities. At the same time the German capital offers particularly good value for money as far as rents, properties, infrastructure and the cost of working and living are concerned.

Public funding for literature

Public funds are also available for promoting literature, alongside commercial and individual interests. The commitment and funds of public cultural authorities, other public sources of funding, Federal organisations, foundations and private initiatives ensure that the environment for literature in Berlin remains of a very high standard.

The objective of public funding for literature by the Senate of Berlin is to guarantee the production and dissemination of challenging literature. Programmes have the following targets:

- To maintain the literary infrastructure by funding literary institutions (see page 8)
- To support authors and translators by making working and travel grants to recognised Berlin-based authors and translators and by providing funds for various residency grants
- To promote reading culture and the dissemination of literature by funding literary events

On the ground

Useful addresses

Berlin Online

Berlin can be found online on the official webpage berlin.de. Berlin.de is the official portal of the Land Berlin and a regional online service providing a wide range of practical services for the inhabitants of Berlin, tourists and the business community. This is where the Guide to Public Authorities is to be found, there are links to adult education centers, libraries, public institutions and other organisations. Everything concerning the city and its public services can be accessed here.

■ berlin.de

Contacts

Administrative departments, institutions and associations for publishers

The Governing Mayor of Berlin – Senate Office for Cultural Affairs

Brunnenstraße 188–190, 10119 Berlin

Permanent Secretary for Cultural Affairs:

André Schmitz

Tel: +49(0)30/90 22 80

E-Mail: andre.schmitz@senwfk.verwalt-berlin.de

Grants and Project funding Unit: Christiane Zieseke

Tel: +49(0)30/90 22 87 50

E-Mail: christiane.zieseke@senwfk.verwalt-berlin.de

Senate Department for Economics, Technology and Women's Issues

Martin-Luther-Straße 105, 10825 Berlin

Senator:

Harald Wolf

Tel: +49(0)30/90 13 81 00

E-Mail: harald.wolf@senwtf.verwalt-berlin.de

Permanent Secretary: Volkmar Strauch

Tel: +49(0)30/90 13 74 31

E-Mail: volkmar.strauch@senwtf.verwalt-berlin.de

Media, Information and Communication Technology: Ingrid Walther

Tel: +49(0)30/90 13 81 56

E-Mail: ingrid.walther@senwtf.verwalt-berlin.de

Berlin Partner GmbH

Berlin Partner is the economic promotion and marketing agency of the Land Berlin and provides all-round support in setting up or relocating a company in Berlin – professionally, fast, with a minimum of bureaucracy and free of charge.

Berlin Partner GmbH

Ludwig Erhard Haus

Fasanenstraße 85, 10623 Berlin

Tel: +49(0)30/399 80-0

Fax: +49(0)30/399 80-239

www.berlin-partner.de

www.businesslocationcenter.de/print

Contacts at Berlin Partner GmbH:

Alexander Kölpin

Business Development,

Head of Business Unit,

Media, ICT & Creative Industries

Tel: +49(0)30/399 80-245

E-Mail: Alexander.Koelpin@berlin-partner.de

Dorota Thiel-Jankiewicz

Business Development,

Senior Manager,

Media, ICT & Creative Industries

Tel: +49(0)30/399 80-228

E-Mail: Dorota.Thiel-Jankiewicz@berlin-partner.de

Börsenverein des Deutschen Buchhandels Landesverband Berlin-Brandenburg e. V. (Book dealers and publishers association)

Lützowstraße 33, 10785 Berlin

Tel. +49(0)30/263 91 80

www.berlinerbuchhandel.de

President: Dr. Rainer Nitsche

Managing Directors:

Detlef Bluhm

E-Mail: bluhm@berlinerbuchhandel.de

Johanna Hahn

E-Mail: hahn@berlinerbuchhandel.de

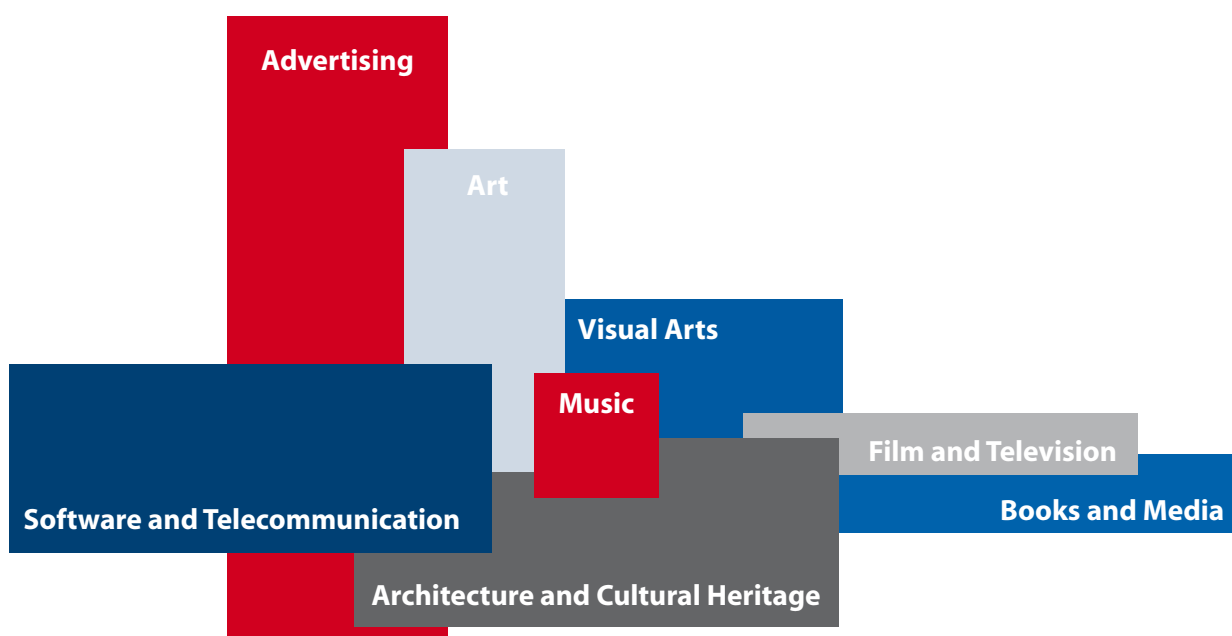
Projekt Zukunft – an initiative for Berlin

Projekt Zukunft is an initiative of the Land Berlin to promote the transition to an information and knowledge-based society. Projekt Zukunft develops strategies for Berlin as a location and supports the media, IT and cultural industries, initiates innovative projects for business and society and puts them into practice by means of public private partnerships. Over 750 institutions, organisations and individuals from

the spheres of business, politics, public administration, academia and culture are doing their bit for Berlin. The largest communication and promotion network in the capital works closely with political and administrative institutions in Berlin and Brandenburg. The initiative stimulates the public debate with various programmes of events and publications. As an intermediary between businesses, academia, politics and

public administration Projekt Zukunft creates an optimal environment for the growth sectors Information Technology and Telecommunication and for the media and cultural sectors. Twice a month E-News provides information on its current projects and activities.

■ Information is available at:
www.projektzukunft.berlin.de



Creative industries in Berlin

■ Imprint

Editor: Detlef Bluhm
 Design: index Agentur GmbH
 September 2007

Picture credits:
 Titel: Marcaux-Fotolia; P. 2 oben: Staatsbibliothek zu Berlin (2); P. 2 links (von oben nach unten): public domain/Egmont Deutschland; P. 3 oben: adekvat-Fotolia.com; P. 3 unten (von links nach rechts): Cornelsen Verlag, Ingrid Strauch/GNU licence, Johann H. Addicks/GNU licence, public domain; P. 5 (von links nach rechts): public domain, Ordu Oguz; P. 6: aidasonne-Fotolia.com; P. 7 oben: SpreeTom/GNU licence; P. 7 unten: Caren Müller; P. 8 oben: Fotocie-Fotolia.com; P. 8 unten (von links nach rechts): Rainer Doeble/GNU licence, Mayer-adk; P. 9 oben: Patrick Hall-Fotolia.com; P. 9 unten (von links nach rechts): public domain, Marianne Fleitmann; P. 10: Reinhard Görner; P. 11: Staatsbibliothek zu Berlin; P. 12: TU Berlin/Elke Weiss; P. 13 linke Reihe (von oben nach unten): Land Berlin Thie (2), Projekt Zukunft; P. 13 rechte Reihe (von oben nach unten): Land Berlin Thie, Berlin Partner FTB-Werbefotografie, Land Berlin Thie; P. 14: Petro Feketa-Fotolia.com

■ Contacts

Senate Department for Economics,
 Technology and Women's Issues
 Projekt Zukunft Office
 10825 Berlin
 Martin-Luther-Str. 105

Ingrid Walther
 Tel.: +49(0)30/90 13-7477
 Fax: +49(0)30/90 13-7478
 E-Mail: projektzukunft@senwtf.verwalt-berlin.de

www.projektzukunft.berlin.de

Public relations:
 index Agentur GmbH
 Tel.: +49(0)30/390 88 300
projekt-zukunft@index.de
www.index.de



Projekt Zukunft is supported by the European Funds for Regional Development (EFRE)