

The Bertelsmann Stiftung in  
**Berlin**

Werderscher Markt 6



# WELCOME

Welcome to the Bertelsmann Stiftung's new offices in Berlin.

Here at this new location between Schinkelplatz and Werderscher Markt in Berlin's historical center, we're expanding our efforts to foster innovative projects and ideas with real-world impact.

Designed by Spanish architect Rafael Moneo, the building is characterized by the clear linear structure of its exterior, and the bright, open and versatile spaces that define its interior. Flexible room use design combined with top-grade materials creates a comfortable work environment facilitative of dialogue among colleagues and the exchange of ideas.

We look forward to meeting and greeting our network of friends and partners at our new location – right in the very heart of Germany.

Bertelsmann Stiftung Executive Board





## OUR ROOTS

*“Freedom and creativity  
are the new prerequisites  
for adapting to change and  
making progress.”*

Reinhard Mohn, Founder  
(1921-2009)

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Reinhard Mohn, Founder (1921-2009)

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## A HISTORIC LOCATION

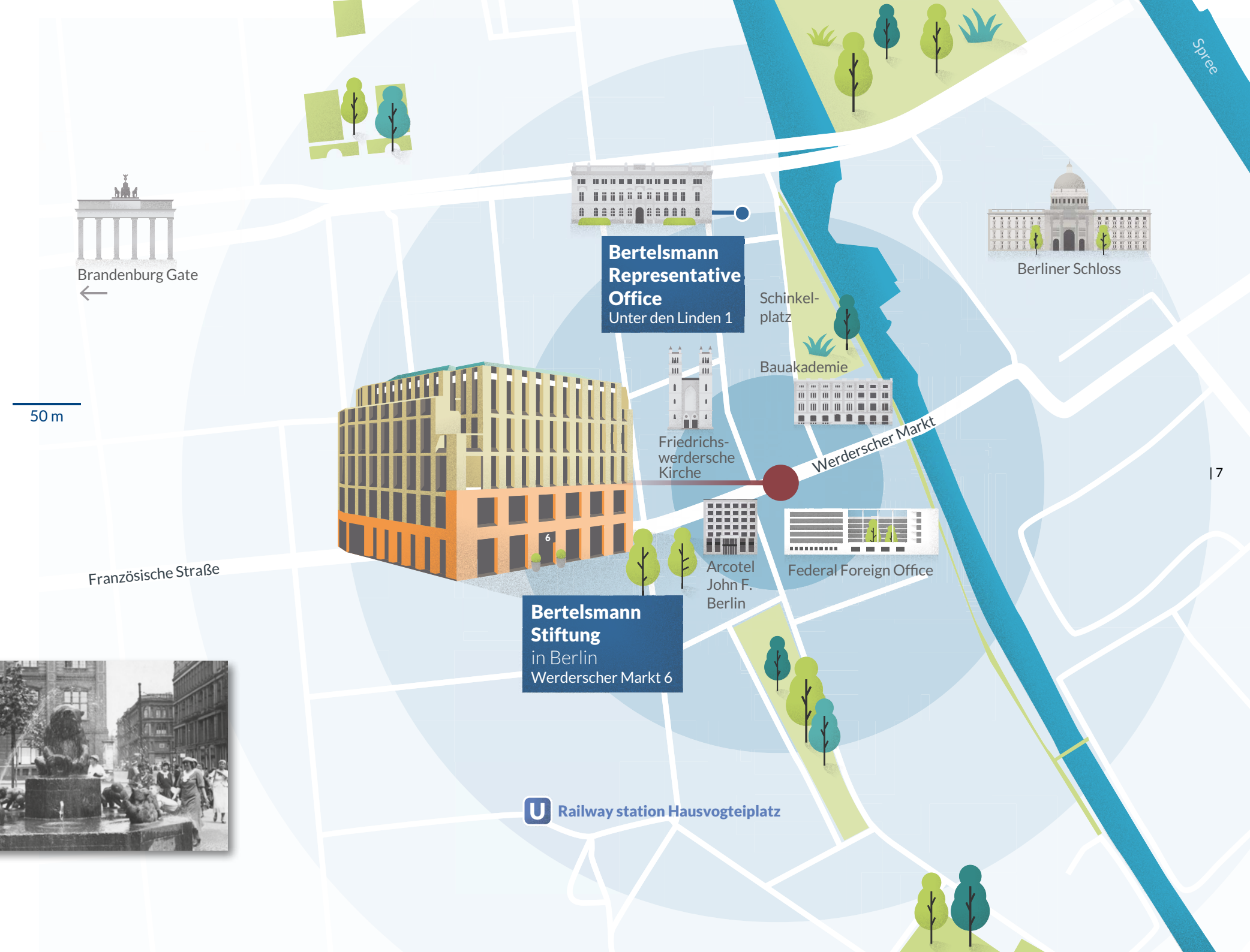
Welcome to our new location in Berlin, the once-divided city that is now Germany's capital and a cultural melting pot which is home to more than 900 national or international foundations and non-profit organizations. Known for its unique patchwork of architectural styles, Berlin is also a UNESCO-designated City of Design.

The location bearing the address of Werderscher Markt was first established in the 17th century. Following the Thirty Years' War, a new district emerged in Berlin, the name of which refers to the area west of the palace that is marked by small waterways: (Friedrichs-)Werder. Werdersche Markt, a marketplace densely planted with linden trees, was established during this period in front of the Rathaus (town hall). In around 1730, the predecessor to our present building was built on the north side of the market.

Werdersche Markt initially attracted French Réfugiés, later referred to as the Huguenots, and members of the royal court. In the early 19th century, two buildings were erected here by the definitive architect of the era, Karl Friedrich Schinkel: the Friedrichswerdersche Kirche and the Bauakademie. Beginning in 1840, Werdersche Markt became known as a center of the fashion and garment industry, later as a banking location. In 1928, the famous Bärenbrunnen (Bear Fountain) was built.

Werdersche Markt hit the nadir of its eventful history with the destruction wielded by the second world war, which left only three buildings on the north side of the square and the Bear Fountain standing. During the reconstruction of Berlin's city center following reunification, this section of the old market site underwent revitalization. The Bear Fountain still marks the site of the historic market intersection and is located directly opposite of our new location.

The Bear Fountain in 1934, in front of the former building at Werderscher Markt 4 (today 6) and the Bauakademie. (Bundesarchiv)





## THE BUILDING



*“The dizzying sense of responsibility explains the fascination an architect feels when commissioned to design a building to stand between two works by Schinkel”*

Rafael Moneo, architect

This quote by Spanish architect Rafael Moneo underscores the difficulty in taking on the challenge posed by the “From Prussia to Europe” public tender for the architectural development of Schinkelplatz.

Moneo, one of 14 competitors, won the competition with his design for a building that elegantly fills the gap between Friedrichswerder Kirche and the Bauakademie (construction is currently scheduled to start in 2024/2025).

Setting a prominent architectural accent, Moneo’s building does so without dominating the space visually. Its spacious interior cultivates creativity and constructive dialogue among Stiftung employees.

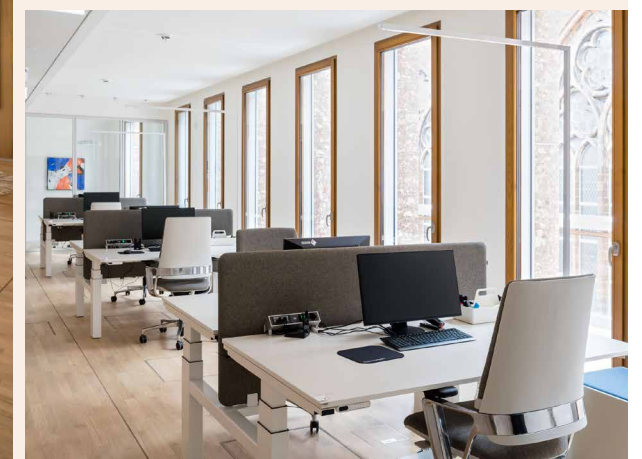
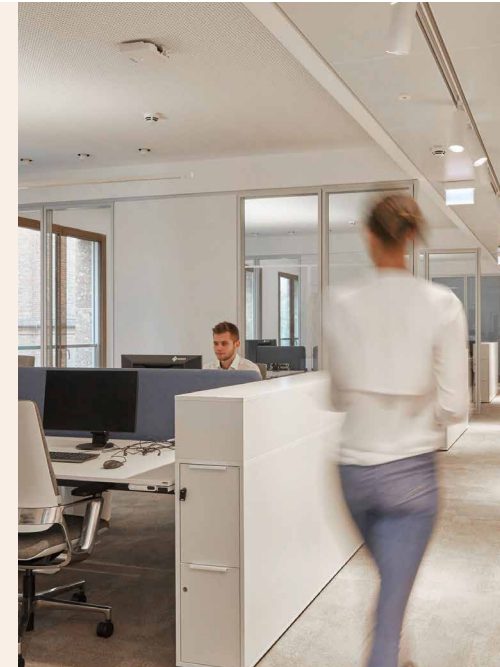


# ROOM TO TALK

Thanks to its visually stunning but functional and clever design, our new office space offers a wide range of workspace options across three floors. The first floor features conference rooms designed to accommodate meetings of all sizes.

The second and third floors feature a variety of workstations from which our staff can choose day-to-day. This flexibility allows colleagues to work together in different groups, depending on a project's needs.

The Weisse Liste – an independent patient information portal co-initiated by the Bertelsmann Stiftung – has also moved into its new premises on the third floor.





# THE GROUND FLOOR

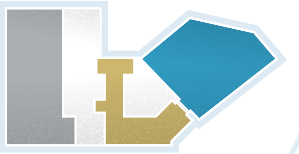
“Inspiring people.  
Shaping the future.”

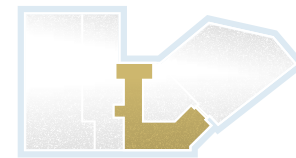
As the defining principle of our mission, the Bertelsmann Stiftung greets all guests and visitors to its new location in Berlin with this statement.

The spacious ground floor is divided into three areas:  
The reception area is in the middle. Upon entering, your line of sight is drawn to the reception desk. This leads to the way to the other floors.

Room “0.1” is to the left of the reception area. This is where visitors can explore the roots of the Bertelsmann Stiftung and learn more about our headquarters in Gütersloh. The story of the Bertelsmann Stiftung is told through a timeline in this room.

Turning right at the reception area will take you to room “0.2.” Featuring interactive multimedia, this space allows visitors to engage with what we’re currently up to at the Stiftung, as well as the grand challenges we address in our work.





## RECEPTION



Visitors to the Bertelsmann Stiftung receive a warm welcome at our reception desk on the ground floor.

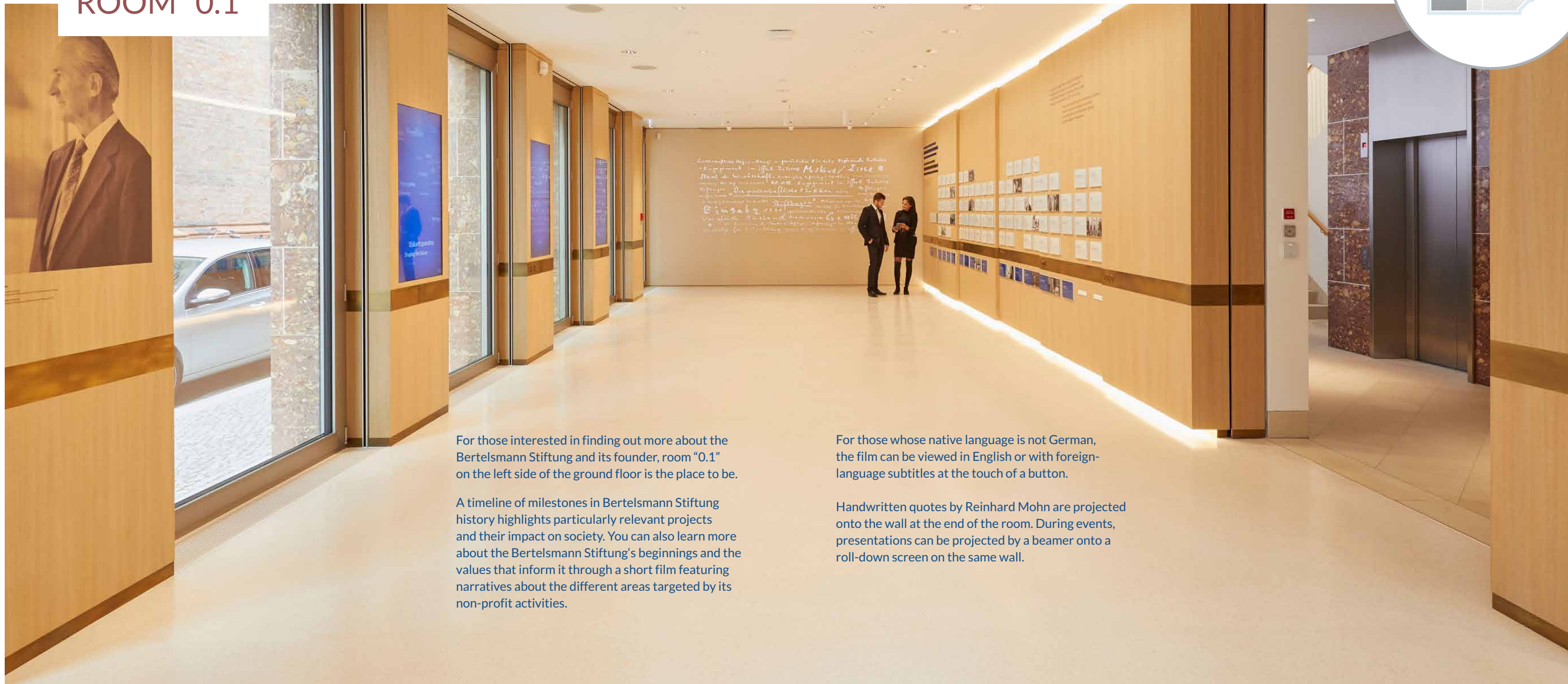
To the left we feature an introduction to the issues that motivated our founder Reinhard Mohn, who built a global company through years of hard work and commitment. Informed by a strong sense of social responsibility throughout his life, he founded the Bertelsmann Stiftung in 1977.

Visitors can browse through a selection of recent works by our employees and publications by our in-house publisher, the Verlag Bertelsmann Stiftung, that are on display in our reception area. And if you have a little time to spare, you can browse through the recent works featured on the bookshelves in the reception area. If you have a little extra time, you can find out more about the Bertelsmann Stiftung – or what's going on in the world – by entering your query into the large touchscreen.





## ROOM “0.1”



For those interested in finding out more about the Bertelsmann Stiftung and its founder, room “0.1” on the left side of the ground floor is the place to be.

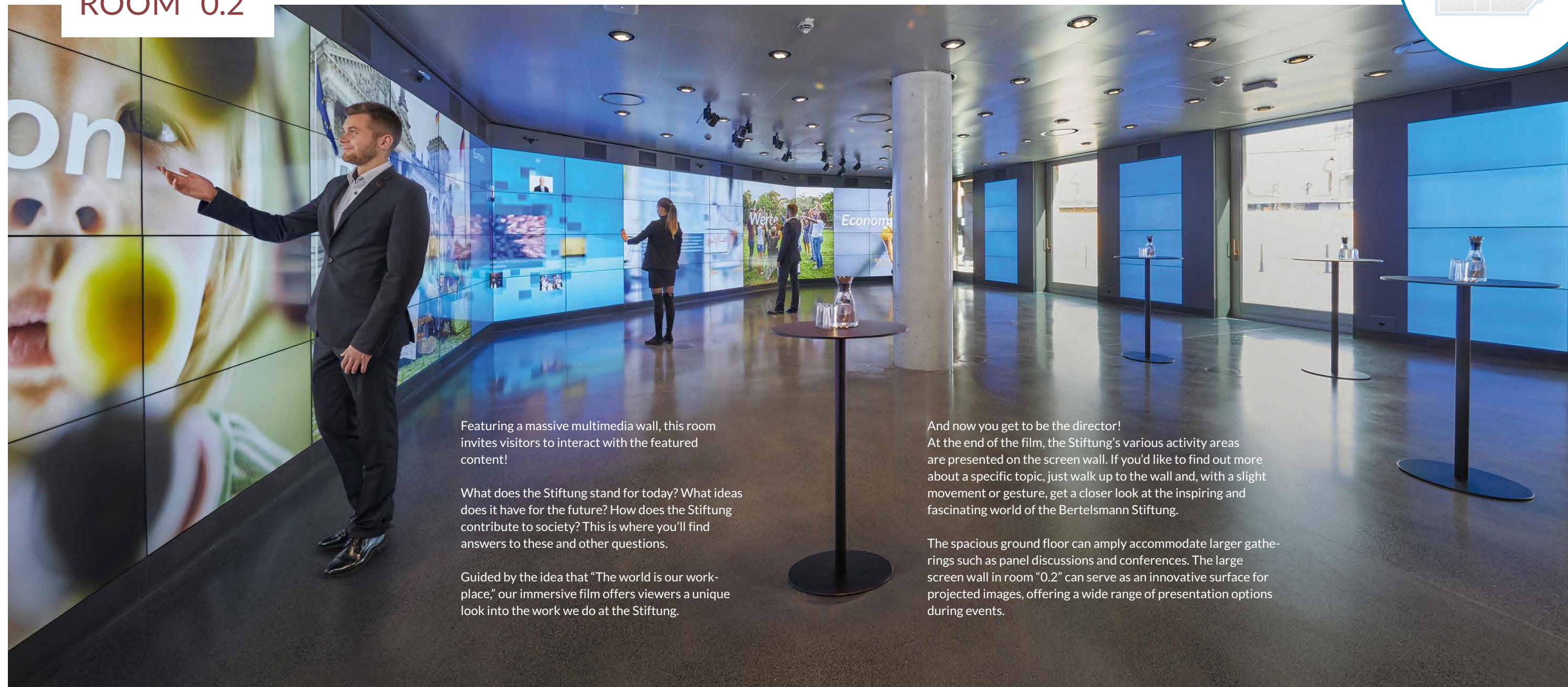
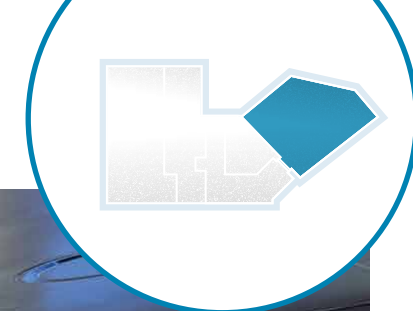
A timeline of milestones in Bertelsmann Stiftung history highlights particularly relevant projects and their impact on society. You can also learn more about the Bertelsmann Stiftung’s beginnings and the values that inform it through a short film featuring narratives about the different areas targeted by its non-profit activities.

For those whose native language is not German, the film can be viewed in English or with foreign-language subtitles at the touch of a button.

Handwritten quotes by Reinhard Mohn are projected onto the wall at the end of the room. During events, presentations can be projected by a beamer onto a roll-down screen on the same wall.



## ROOM "0.2"



Featuring a massive multimedia wall, this room invites visitors to interact with the featured content!

What does the Stiftung stand for today? What ideas does it have for the future? How does the Stiftung contribute to society? This is where you'll find answers to these and other questions.

Guided by the idea that "The world is our workplace," our immersive film offers viewers a unique look into the work we do at the Stiftung.

And now you get to be the director!

At the end of the film, the Stiftung's various activity areas are presented on the screen wall. If you'd like to find out more about a specific topic, just walk up to the wall and, with a slight movement or gesture, get a closer look at the inspiring and fascinating world of the Bertelsmann Stiftung.

The spacious ground floor can amply accommodate larger gatherings such as panel discussions and conferences. The large screen wall in room "0.2" can serve as an innovative surface for projected images, offering a wide range of presentation options during events.



# WHERE PEOPLE MEET

The work we do relies on partnerships to realize its full impact. Our Berlin office is a location in which people from around the globe and from all back-grounds can come together to speak frankly with each other in a constructive exchange of ideas.





## “THE GATE”

Take a journey through time and explore 300 years of Berlin history in the 20-minute film “The Gate,” which is about the capital city’s most prominent symbol: the Brandenburg Gate.

Though only 20 minutes long, this film is bound to get under your skin as it spans a narrative arc from the city’s early days as a royal residence to the days of the German empire, the revolution of 1918, the roaring twenties and Germany’s darkest historical chapter, to the postwar era, the fall of the Berlin Wall and the present.

The film’s powerful imagery and stunning effects allows viewers to experience what democracy, the struggle for freedom and globalization mean for Berlin, Germany and the modern world.

The captivating imagery projected onto the massive wall-as-screen allows viewers to immerse themselves and experience – not just watch – history.





## OUR LOCATIONS

### Where to find us!

Our German offices are located in Gütersloh and Berlin – but we also have offices in Belgium, Spain and the United States.

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in Gütersloh:**

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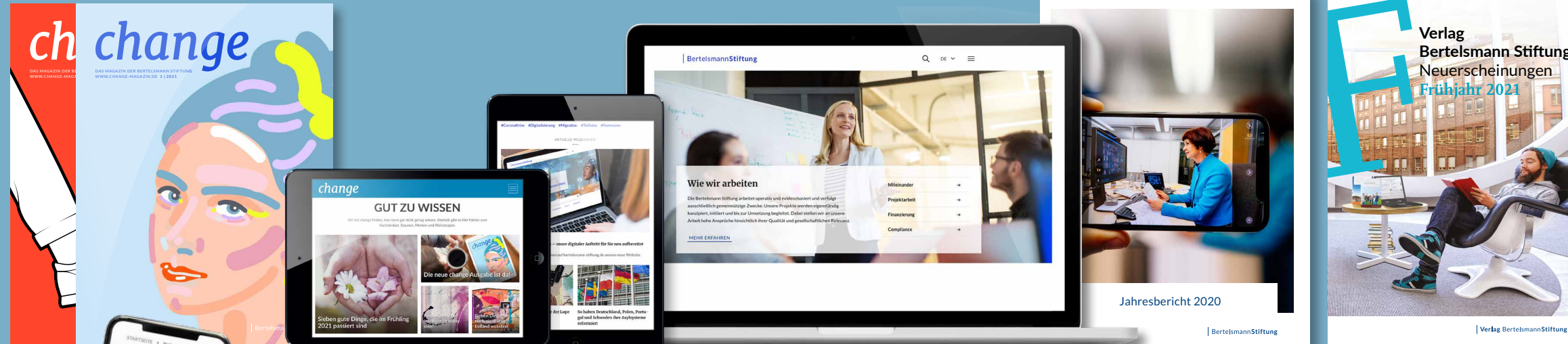
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# INFORMATION



**change – The Bertelsmann Stiftung Magazine | [www.change-magazin.de](http://www.change-magazin.de)**

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**Annual Report**, a review of our activities, with facts and figures  
**Publication Catalogue**, a catalogue of new titles from the Verlag Bertelsmann Stiftung and how to order them

## Production Credits

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