

The Center Potsdamer Platz

Overview

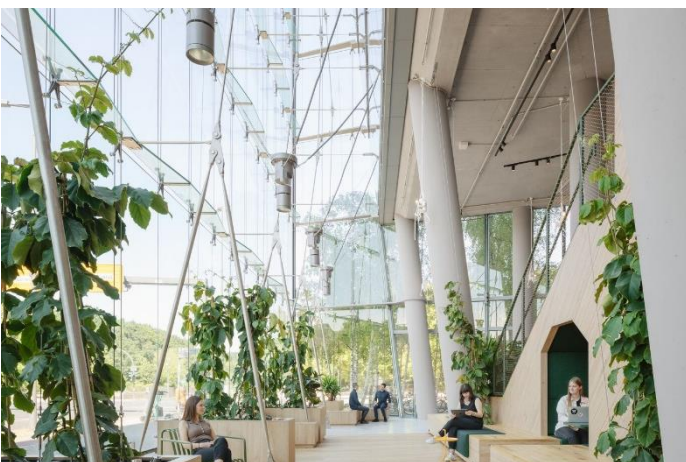
Over 20 years after its opening, one of Oxford's most recognizable portfolio assets, the Center Potsdamer Platz, formerly known as the Sony Center, is getting a €200M revamp. Partnering with the original design team, JAHN Architecture and PWP Landscape Architecture, our masterplan aims to preserve the landmark features that have become a symbol to the modern metropolis of Berlin, while adding more human-centric design. Ensuring Potsdamer Platz remains a significant communal space, whether at work or play.

Oxford's masterplan aims to ensure long term future viability of this mixed-use asset through several forward-thinking initiatives. With our commitment to connecting people to exceptional places at the fore, we listened and responded to our local customers' changing needs, while recognizing the need to retain its status as a world class destination for tourists.

While carefully preserving the best aspects of The Center, investments are being made to refurbish and upgrade lobbies and common areas, focusing on enhanced engagement and public activations. In 2022, we achieved a major ESG goal by achieving a Platinum DGNB (German Sustainable Building Council) Certification.

Additional renewal plans have been made for an immersive entertainment experience, expanded retail, globalized culinary offerings with sustainability programming, and the addition of new fitness and lifestyle amenities. This includes a partnership with Nike, activating part of the public realm.

In 2022, Oxford entered into a 50:50 joint venture partnership with Norges Bank Investment Management (NBIM). This strategic long-term partnership reflects our shared conviction in Berlin.





The details

The Center Potsdamer Platz is a 1.2 million SF mixed-use complex with ~915,000 SF of office, ~215,000 SF of retail/ leisure and 67 residential units. Oxford acquired the property in 2017 and aims to ensure that everyone can share in the new Center experience. Oxford is introducing better quality, more sustainable and flexible workspaces, new amenities, public art activations, and a focus on culinary offerings through local food & beverage partnerships.

Futureproofing includes placemaking and a lobby design that enables collaboration and creative exchange. And in an environment with ample natural light and fresh air. The inspiring 538,000 SF revamped office area features flexible workspaces combined with leading health, fitness and wellbeing offerings.

Expanding the Center experience further, new outdoor fitness areas dedicated to multiple sports, including the introduction of the bicycle focused concept, Trek, have opened to customers and the public. An immersive entertainment concept or alternatively a new boutique cinema will be added to a growing retail portfolio. A strong focus on food has seen the opening of Rhubarb Hospitality's bar and lounge, Frederick's. Plus London food incubator KERB will house local and international food vendors in a new two-floor food hall.

The central hub, home to the famed skylight dome, will be filled with trees and plants.

The site will be greener, more sustainable and will offer more opportunities for exchange, conversation, and the ability to work in the forum.

New publicly accessible art pieces, additional parking spaces for bicycles, updated floors and lighting, and a mobile seating concept aim to encourage even more people to gather and enjoy the space.

Major construction started in January 2022, with a target completion date of late 2024.

The takeaway

We are futureproofing an iconic core asset with leading-edge health and sustainability features to support our long-term conviction in this destination, keeping our customer at the heart of all that we do.

Since its opening in the year 2000, the mixed-use asset has become a symbol of the city of Berlin. Oxford's unique ability to proactively invest in innovation will contribute to further enliven the urban space that is Potsdamer Platz. Adding value to an already thriving and diverse community.