

Sony Center

Overview

Some 20 years after its opening, one of Oxford's most recognizable portfolio assets, 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, offering more than ever before – whether at work or play.

Oxford's masterplan is 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 top of mind, we listen to our customers' changing needs and found a response that focuses on Berlin's future employees' needs and demands, while retaining world class tourist attention. Oxford's significant investment over the coming years will strengthen the campus character and ensure that people have the very best Sony Center experience, no matter where their customer journey may start or end.

From this masterplan, in addition to carefully preserving the very best aspects of the Sony Center, investments will be made in the refurbishment and upgrade of all office buildings. Upgrades are being made to the estate's office accommodations, lobbies and common areas with enhanced tenant engagement and updated public activations. In this rejuvenation, Oxford aims to meet ESG benchmarks with the goal of reaching a Platinum DGNB (German Sustainable Building Council) Certification.

Additional renewal plans have been made for an updated, boutique cinema experience, expanded retail, globalized culinary offerings with sustainability programming, and the addition of plenteous new fitness and lifestyle amenities including a curated list of health & wellness services.





The details

The Sony Center 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 Sony Center experience. Oxford will introduce better quality, more sustainable and flexible workspaces, coupled with new amenities including strengthened cultural and culinary offerings through public art activations and local food & beverage partnerships, as well as a wide spectrum of elevated entertainment and dedicated sports facilities.

Future-proofing the already impressive building, revolves around designing for the facilitation of the natural opportunity for creative exchange with one's colleagues. And this all needs to occur in a healthy, sustainable environment with ample natural light and fresh air. The inspiring 538,000 SF revamped office area will feature flexible workspaces combined with leading health and wellness offerings, like dietician services, meditation, and physiotherapy studios.

Expanding the Sony Center experience further, new outdoor fitness areas dedicated to multiple sports, including the introduction of the bicycle focused concept, Trek, will be open to customers and the public. Three new boutique cinemas will be added to a growing retail portfolio that highlights culinary offerings from local providers in a new three-floor food hall from London food incubator KERB. This new platform invites sustainably oriented Berlin providers to intermix

with global food and beverage restaurateurs, known for top international locations in New York and London.

And finally, 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 joint work in the forum. New publicly accessible art pieces, additional parking spaces for bicycles, updated floors and lighting, and a mobile seating concept will work to invite even more people to gather and enjoy the space.

Major construction will start in January 2022, with a target completion date by the end of 2023.

The takeaway

Serving our global priority to think like a customer, this is a case study in proactively looking for ways to deliver lasting value. We are futureproofing an iconic core asset with leading-edge health and sustainability features to support our long-term conviction in office.

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