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Press Release

Spring awakens amid a fragrant floral landscape DIFA and City Stiftung Berlin present a special range of events as part of FLORIALE BERLIN

- **Flower festival featuring orchid show and garden market at the DomAuarée CityQuartier / festival of fountains in the east and west of the city**
- **TV tower goes green**
- **Garden Culture Path inauguration**

From today until 7 May, the DomAuarée DIFA CityQuartier in Berlin will become a mecca for flower lovers. For three days, Hamburg-based DIFA Deutsche Immobilien Fonds AG and City Stiftung Berlin have teamed with florists and smallholders to transform DomAuarée into a veritable sea of plants and flowers. Other highlights of FLORIALE BERLIN include decorating the fountains in two districts (Charlottenburg-Wilmersdorf and Berlin-Mitte) in the traditional style of southern Germany and opening a "Garden Culture Path". The organisers unveiled this diverse programme of events this morning in the presence of the Senator for Urban Development, Ingeborg Junge-Reyer, local mayor Joachim Zeller and the city councillor for economics and real estate, Dirk Lamprecht.

Dr. Bernd Andrich, DIFA-CityQuartier Manager: "The FLORIALE event will take place every year from now on and allow Berlin residents and visitors to truly celebrate spring. People will also have a chance to get actively involved – for example, this year by planting flowers and saplings."

During the flower festival, green will be a dominant theme. As a major landmark, the TV tower in Alexanderplatz will be bathed in green light, while the fountain in the gardens at the Altes Museum will spout green water. "The City Stiftung is committed to developing and enhancing Berlin's local districts. The FLORIALE is designed to bring flowers and plants into the city centre and thereby contribute to creating more green space in inner-city areas," says **Siegfried Helias**, Member of the Bundestag and President of the City Stiftung Berlin.

Prof. Hartmut Balder, an expert in garden design at Berlin's University of Applied Sciences, was tasked with designing the floral arrangements for the CityQuartier complex and the twelve decorated fountains. Visitors enter the generously proportioned events area at DomAuarée through an archway of



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flowers from Karl-Liebknecht-Straße. In Heiligegeistgasse, the local smallholders' associations from Charlottenburg-Wilmersdorf and Berlin-Mitte will invite people to enter their attractive, traditional arbour. Numerous stands provide information for keen gardeners on designing their own gardens and balconies, with plenty of exhibits and floral arrangements just waiting to be admired. Meanwhile, children can have fun visiting the petting zoo or watching real ladybirds. A splendid display of orchids in the atrium of DomAuarée provides plenty of colour, and a first-rate market specialising in flowers, plants and garden products is well worth browsing around.

“Naturally the numerous shops, restaurants and businesses at DomAuarée are contributing their own unique ideas and a variety of activities,” adds **Dr. Andrich**. For example, special themed drinks have been created, there is face painting for children and musicians will be playing – what else – floral waltzes!

To coincide with the FLORIALE, the new Garden Culture Path in Berlin-Mitte will be opening, with the Garden Design Department from Berlin's University of Applied Sciences providing information about the training opportunities they offer and their facilities. Other industry associations will also be providing an insight into their members' activities and services.

As part of the three-day event there will be a “Cathedral Asparagus Day” on Saturday 6 May. The Mötzow cathedral estate will be offering fresh asparagus in exchange for donations, with the proceeds going to Berlin Cathedral and projects associated with the “Children in Danger” charity in Berlin.

DomAuarée DIFA CityQuartier:

The DomAuarée complex on Karl-Liebknecht-Straße is one of two DIFA-owned CityQuartier developments in Berlin, the other being Neues Kranzler Eck, off the famous Kurfürstendamm. The ensemble is home to numerous retailers and restaurants, as well as the five-star Radisson SAS Hotel. It features innovative office space, exclusive apartments, and the Sealife Centre and AquaDom tourist attractions.

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