



MAX-SCHMELING-HALLE



The arena of superlatives – at the heart of Germany's capital.

managed by **Velomax** – an enterprise of the Gegenbauer Location Management & Services GmbH

VELO max

Welcome to the Max-Schmeling-Halle





The Max-Schmeling-Halle Berlin – an event hall of superlatives.

The Max-Schmeling-Halle is one of the biggest arenas in Berlin and Brandenburg. It is integrated into a park landscape on the grounds of the Friedrich-Ludwig-Jahn Sports Park in the city district of Prenzlauer Berg close to the city centre. It has very good traffic links and lies at the heart of the capital.

The elegant architecture meets both high aesthetic standards and very flexible options for utilisation for all kinds of events, ranging from sports events such as basketball, handball, gymnastics events, formation dances, boxing or motocross events, to concerts, shows or gala evenings, and trade fairs, product presentations or conferences.

In addition, the arena is an interesting location for shooting films and TV programmes. The Max-Schmeling-Halle is completely barrier-free and, as a multi-functional hall,

fulfils all requirements of modern event technology; and it has a decisive advantage compared to other halls of this size – the architecture allows organisers, with little effort, to create a very intimate environment to meet the needs to the individual event or utilisation, because it is technically possible to reduce the size of the hall.

The practical advantages of the event hall include its central location with public traffic links and the availability of various adjoining halls and premises with a highly-developed infrastructure as well as a multifaceted range of catering services. And by the way: The Max-Schmeling-Halle was awarded the IOC/IAKS AWARD in gold, the only architectural prize of international importance which is awarded to sports and recreation facilities taking into consideration the premises' suitability for daily use.

Concert arena, show stage –
always the right setting



Live in concert. A space for sound and light.

A total capacity of more than 11,900 visitors and the idea of “intimacy” seem to be antagonisms, however this is not the case in the Max-Schmeling-Halle. The unique concept of the hall with its steeply rising rows and the telescopic stages make it possible that each visitor has an unhindered view to the overall interior space of the arena from his/her seat, thus feeling very close to the event. This results in a uniquely intimate club atmosphere and has become a trademark feature of the Max-Schmeling-Halle. Both visitors and world stars appreciate that atmosphere, among them Madonna, Eric Clapton, Tom Jones, Justin Timberlake, Joe Cocker, Rod Stewart, James Blunt, Herbert Grönemeyer, Udo Jürgens, Peter Maffay or Udo Lindenberg as well as bands such as Santana, Deep Purple, Beastie Boys, Earth, Wind & Fire, The Eagles or Roxy Music.

But the Max-Schmeling-Halle is also a good choice for events such as the “Berlin Military Music Festival” or TV productions, such as “Der Silvesterstadl” (New Year’s celebration show) or “The Dome”. The Hall offers artists and event organisers a modern infrastructure, a generous backstage area, good storage facilities for the equipment and, of course, excellent acoustics.

In addition, the Max-Schmeling-Halle is located in surroundings which are ideal for fans and artists alike. The district of Prenzlauer Berg with its colourful and lively scene offers a variety of opportunities to spend the evening before or after any visit to a concert in the Max-Schmeling-Halle, without having to travel any distance at all.



Sports highlights in the
Max-Schmeling-Halle





A very close-up experience.

The Max-Schmeling-Halle provides for optimum conditions, no matter whether athletes need a ring, a playing field or a dancing floor. However, to fascinate spectators, you need more: No other Berlin arena offers the opportunity for spectators to experience the competitions at such close hand. You can almost tangibly feel the fight to win no matter where you are seated.

That is why it is no wonder that the Max-Schmeling-Halle is a popular home of numerous national and international championships in a wide range of sport disciplines. This has included, among other things, numerous world and European championships in basketball, handball and volleyball. Both the regional athlete's coaching centre for basketball and for dancing have found a home in the exclusive hall. Whatever it is: from the midnight street

ball to the gala event of the German Tennis Association or a tennis gala with Boris Becker and John McEnroe – in the Max-Schmeling-Halle you will always find the right setting for your sports event.

However, visitors get more than just a rush of adrenalin and an excellent view: visitors can enjoy food and beverages without having to lose sight of the sports event, because the catering stands are located directly behind the tribunes and can be easily reached from all seats. These sports highlights would be unthinkable without the existing VIP lounge and the press centre. The working conditions for journalists are ideal, the top-modern infrastructure and the vicinity to what is happening allow optimum reporting. That means even more excellent reasons to book the Max-Schmeling-Halle.

Galas, product presentations,
conferences...



The event hall of a thousand possibilities.

The interior of the Max-Schmeling-Halle provides a timelessly friendly, almost sublime environment by combining architectural and colour components in a clever way.

No matter what the scale of your event is, the Max-Schmeling-Halle is always tailor-made for you – due to its extraordinary adaptability. It is the perfect setting for all crowd sizes – from several hundred to many thousands.

The clearly structured architecture provides both an elegant environment for galas or large receptions as well as a creative environment for lavish product presentations. In addition, the Max-Schmeling-Halle meets all requirements for corporate events, for carrying out party conferences, conferences, congresses, staff and general meetings due to its construction and the available communications technology. Here, the architecture supports the functional working atmosphere needed in these types of events. The hall can be rented with either daylight or in a darkened state, it allows almost all types of backdrops to convey the atmosphere and the aim of your event.

The building not only offers functionality and generosity, we also focus on the aspect of absolute security, including a stable power supply for complex Internet transmissions and computerised voting, as well as fire safety. Event organisers from various sectors appreciate these features. Whether it is the Goldwell Gala, the 100th anniversary of the Berlin newspaper Morgenpost, corporate events of the Berliner Volksbank, Citroën car presentations or party conferences of the Christian Democrat Party or the Social Democratic Party – the individuality of your event concept will always be emphasised.

The numerous comfortable adjoining rooms, such as the conference room, the VIP lounge or the press centre are a clear advantage when you organise and carry out your event. You, as decision makers, have the choice to use the advantages of an attractive event location with variable room concepts, modern technology, excellent traffic links and a professional event management, including flexible catering. For gala evenings or ambitious product presentations, for example, we can provide your guests with a variety of services, ranging from simple finger food to a candlelight dinner consisting of various courses.



Facts and figures

Capacities/seating arena	max. no. of persons
1. Fixed seating with front stage	approx. 6,500
1.1. Fixed seating, medium variant with front stage	approx. 3,700
1.2. Fixed seating, smaller variant with front stage	approx. 2,150
2. Concert event with front stage, not provided with seats	approx. 10,000
2.1. Concert event, medium variant with front stage, not provided with seats	approx. 6,000
2.2. Concert event, smaller variant with front stage, not provided with seats	approx. 3,500
3. Parliamentary seating with front stage	approx. 1,100
4. Concert event with centre stage, not provided with seats	approx. 11,900
5. Gala with banquet seating	approx. 1,000

Basic dimensions and total space in the arena	
Exhibition space	2,200 m ²
with retracted telescopic stages 58 m x 34 m x 18 m	1,972 m ²
with extended telescopic stages 37 m x 25 m x 18 m	925 m ²

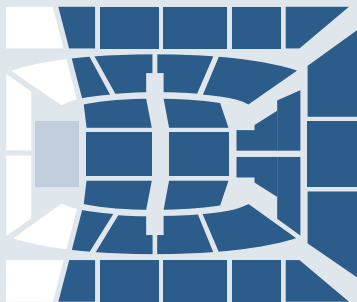
Power supply, max. bearing load of roof	
Power supply	arena: more than 1,200 kW ceiling: more than 300 kW
Bearing load of ceiling	120 t

Basic dimensions, total space of location	seats
Halls A and B (6 x dividable) approx. 91 m x 27 m x 7 m, approx. 2,457 m ²	2,500/600*
Hall C (3 x dividable) approx. 46 m x 27 m x 7 m, approx. 1,242 m ²	1,250/300*
Colonnade hall approx. 61 m x 44 m x 3 m / free areas: 27 m x 13 m x 3 m, approx. 2,684 m ² /ca. 351 m ²	1,325/225*
Ballet room approx. 10 m x 19 m x 3 m, approx. 190 m ²	200*
Dance room approx. 16 m x 25 m x 7 m, approx. 400 m ²	400*
Print/media room approx. 5 m x 4 m x 3 m, approx. 20 m ²	
Press centre approx. 6 - 7 m x 21 m x 3 - 7 m, approx. 126 - 147 m ²	110*
Conference room approx. 5 m x 9 m x 3 m, approx. 49 m ²	100
VIP lounge lower area: approx. 7 m x 16 m x 3 m, upper area: approx. 10 m x 30 m x 3 m, approx. 412 m ² (total)	500
"Albatros" restaurant approx. 6 - 11 m x 13 m x 3 m, approx. 78 - 143 m ²	100
Event room of the "Albatros" restaurant approx. 6 m x 9 m x 3 m, approx. 54 m ²	40
16 Group changing rooms from 12 to 50 m ²	
7 Artists' changing rooms	
12 Production offices	
Crew catering room	

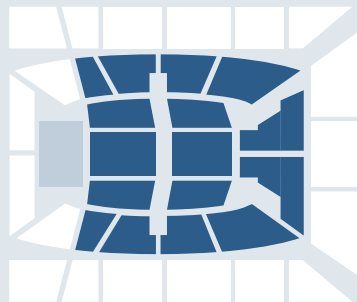
*when the Arena is being used simultaneously



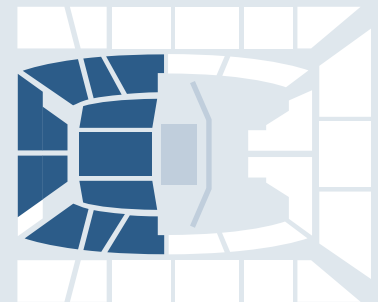
Seating



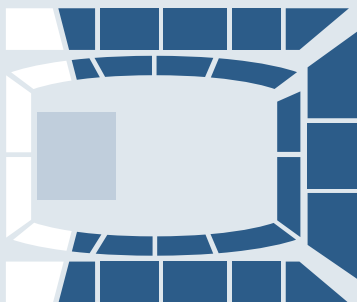
1. Fixed seating with front stage
 Stage surface: 18 m x 12 m
 Capacity: approx. 6,500 persons



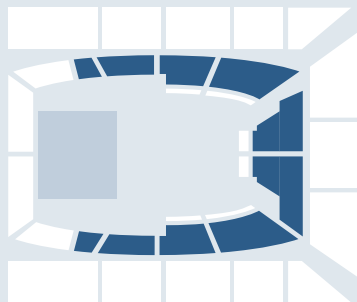
1.1. Fixed seating, medium variant with front stage
 Stage surface: 18 m x 12 m
 Capacity: approx. 3,700 persons



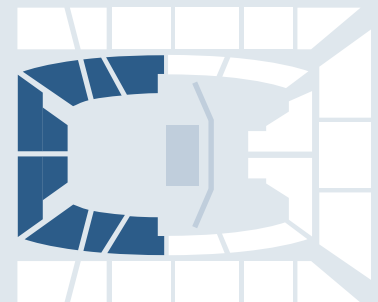
1.2. Fixed seating, smaller variant with front stage
 Stage surface: 14 m x 8 m
 Capacity: approx. 2,150 persons



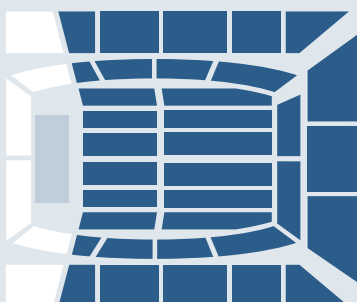
2. Concert event with front stage, not provided with seats
 Stage surface: 18 m x 12 m
 Capacity: approx. 10,000 persons



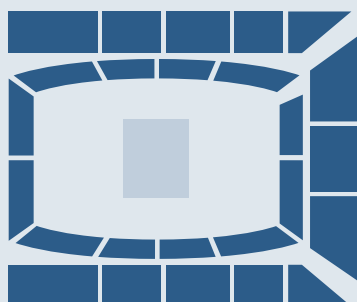
2.1. Concert event with front stage, medium variant, not provided with seats
 Stage surface: 18 m x 12 m
 Capacity: approx. 6,000 persons



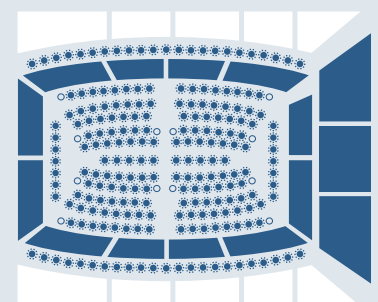
2.2. Concert event with front stage, smaller variant, not provided with seats
 Stage surface: 14 m x 8 m
 Capacity: approx. 3,500 persons



3. Parliamentary seating with front stage
 Stage surface: 30 m x 8 m
 Capacity: approx. 1,100 persons



4. Concert event with centre stage, not provided with seats
 Stage surface: 15 m x 15 m
 Capacity: approx. 11,900 persons



5. Gala event with banquet seating
 Capacity: approx. 1,000 persons

Full service management for event locations

Excellent traffic links – the Max-Schmeling-Halle

Velomax Berlin Hallenbetriebs GmbH

The **Velomax Berlin Hallenbetriebs GmbH** has been successfully operating two of the biggest event halls in Berlin since 1997: The Max-Schmeling-Halle and the Velodrom.

The Velomax Berlin Hallenbetriebs GmbH is a subsidiary of Gegenbauer Location Management & Services GmbH, a company of the Gegenbauer Group which employs more than 13,000 members of staff in Germany. With its service network, the Group is one of the leading specialists in the management and operation of real properties.

The professional operation as well as the management of event locations requires a performance profile which goes beyond the limits of both event management and facility management.

As a defined service providing company we have a very clear concept of service and quality. The professional know-how of our employees working in event management, event technology, catering, ticket services and facility management guarantees that our customers' events can be carried out smoothly and thus successfully.

