

Press Information at a Glance



Das Center am Potsdamer Platz, formerly known as “Sony Center am Potsdamer Platz”, is one of Berlin’s most famous landmarks. As part of its repositioning, Das Center combines new work, culture and community and thus becomes Berlin’s most inspiring office campus and landmark destination. Sustainability plays a central role: ambitious ESG goals and innovative concepts characterize the redevelopment of the area. In addition to major brands, small, independent businesses will also find their place here - a reflection of Berlin’s diversity and creativity.

Architecture

- Opened on June 14, 2000, under the name “Sony Center am Potsdamer Platz”
- 67-metre-high spectacular roof construction
- 8 buildings
- Around 7.1 million visitors annually, an average of 19,500 per day
- 125.000 m² mixed- use estate
 - Main tenants: Deutsche Bahn, WeWork
 - 85.000 m² office space
 - 20.000 m² of retail, gastronomy and entertainment space
 - 18.200 m² for 67 rental flats and 132 freehold flats

Refurbishment

- Refurbishment works to reposition the Center as a modern, vibrant office campus started in 2021
- Phase 1 of construction was finalized in December 2024
- As part of a second construction phase, the office building on the corner of Potsdamer Strasse and Ben-Gurion-Strasse will be refurbished between 2025 and 2027.
- €300 million invest



D A S C E N T E R

A M P O T S D A M E R P L A T Z



D A S C E N T E R

A M P O T S D A M E R P L A T Z

Sustainability

- Comprehensive measures touching on energy efficiency, electricity and sustainable initiatives have already been undertaken during the conversion and are being driven forward continuously. Compared to 2022, energy consumption in the Center has already been reduced by 25 percent and water consumption by 20 percent. A total of €30 million has been invested in sustainable initiatives throughout the center, including
 - modern ventilation and air conditioning systems
 - energy-efficient LED lighting
 - implementation of a building management system (BMS) for efficient energy monitoring
 - installation of smart meters to ensure real-time energy monitoring and optimize energy use)
- **Clean energy:** Since January 2024, the Center has been supplied with 100% green electricity from ENTEGA, generated from hydropower. This saves the Center over 2,600 tons of CO₂ annually and actively supports climate protection.
- **Circular economy:** minimizing resource consumption and waste by reusing various materials, including almost 5,000 square metres of raised flooring and more than 500 square metres of tiles from the renovation of the cinema and office projects.
- **E-mobility:** development of the infrastructure for charging electric vehicles to promote sustainable commutes and reduce emissions.

About Das Center am Potsdamer Platz

In October 2017, Oxford Properties Group partnered with Madison International Realty to acquire the mixed-use asset, still known as “Sony Center am Potsdamer Platz” at the time. Since July 2022, Norges Bank Investment Management has joined Oxford Properties Group as a new partner with a 50 percent stake. Built in 2000 to designs by renowned architect Helmut Jahn, the Center is a 113,000 square meter mixed-use complex at Potsdamer Platz in the heart of Berlin. The Center Potsdamer Platz spans nearly six acres and includes eight buildings, including the BahnTower, 85,000 square metres of prime office space, 20,000 square metres for retail and leisure, and 67 residential units. The modern architectural icon is now a landmark of Berlin and attracts over seven million visitors a year. The main tenants of the Center include Deutsche Bahn and WeWork.

Construction progress and the Center's 25th anniversary

The modernization and architectural repositioning of Das Center are in full swing. Construction work on the office buildings is progressing rapidly, while the redesign of the green spaces and outdoor areas will be completed in spring 2025. Leisure facilities for tenants and the range of restaurants and retail outlets will also be gradually expanded.

On June 14, 2025, Das Center celebrates its 25th anniversary - a milestone that underlines the re-development of the area into a modern office campus in which new work, culture, gastronomy and community are combined.



Press contact

Anna-Maria Gerhart

Press office Das Center am Potsdamer Platz

anna-maria.gerhart@smithberlin.com

SMITH Berlin – Agentur für Markenkommunikation

www.smithberlin.com

