



Spectacular architecture for extraordinary events.

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

VELO *max*

Welcome to the Velodrom





Velodrom. Spectacular architecture for extraordinary events.

With a maximum capacity of 12,000 visitors, the Velodrom is not only one of the largest arenas in Berlin and Brandenburg, but also an impressive setting for any kind of events.

Situated in the Europa Sports Park, in the central city district of Prenzlauer Berg, the arena's architecture is one of its most impressive features. The interior of the circular underground building is fascinating to behold, with its huge steel roof construction in the form of a circular "spoked wheel". With a diameter of 142 meters this suspended construction is unique in Europe and, at the same time, the largest of its kind in the world. The futuristic architecture meets both high aesthetic standards and provides very flexible utilisation options for all kinds of events, ranging from sports events such as cycle racing,

horse shows or motocross events, to concerts, shows or gala evenings, and trade fairs, product presentations or conferences.

In addition, the generous arena with the functional rooms positioned around it also provides an interesting location to shoot films and TV programmes. The practical advantages of the event hall not only include its visual and functional convertibility but also the availability of numerous adjoining rooms with a highly developed infrastructure. Visitors to the events appreciate both the central location with its public transport links, including direct access to the city train, and the variety of gastronomic services provided. In short, the Velodrom as a multi-functional hall fulfils all the requirements of modern event technology and, what's more, offers a breath-taking view.

From concerts to mega-events



Perfect entertainment on a grand scale.

In addition to its imposing spatial atmosphere, the Velodrom offers very good acoustics for Rock, Pop and also Classic concerts alike. That is why it is no wonder that the Velodrom has established itself as a popular venue for world stars such as Kylie Minogue, Cher, Joe Cocker, Sting, Britney Spears, Bruce Springsteen, Robbie Williams, George Michael or Lionel Richie and Bands such as Genesis, Kiss, Metallica, R.E.M., Backstreet Boys, Tokio Hotel or AC/DC.

The generosity of the entire building and the intelligent architecture allow for a flexible handling when assembling stages and tribunes with variable capacities of up to 12,000 visitors, all of whom can enjoy an unhindered view of what is happening in the arena, no matter what stage or seating variant is being used. That means, the Velodrom is also excellently suitable for shows such as "Riverdance", "Apassionata", "Best of Musical" or TV

productions such as "Wetten dass..?" [game show], "The Dome" or "Welcome to Carmen Nebel".

The Velodrom not only offers optimum visual and acoustic conditions, it also meets the highest requirements of structural engineering, which is a very important aspect, especially in the area of concert and show management.

The bearing load of the steel roof construction totals 50 tons and up to one ton per knot point. The interior of the arena can be accessed by trucks for stage assembly. The large number of functional rooms positioned around the arena, such as artists' changing rooms, foyers, offices, technology rooms and storage rooms, provide for smooth working processes in modern and functional premises which are only a few meters away from the arena, guaranteeing short distances.



Focus on top-class sports





Action, speed and fun – sports highlights in the Velodrom.

The Velodrom has a 250 meter long, point-symmetric cycle racing track made of Siberian spruce, providing the fastest track in Europe, something which is highly appreciated by professional racing cyclists. That is why it is no wonder that the racing cyclists have chosen the Velodrom both as a venue for their training and public events as well as the Olympic support centre.

For years, the sports highlights on the event agenda have included the traditional Berlin Six Day Race with its exciting races, its attractive supporting programme and its incomparable atmosphere and ambience. However, the comfortable arena is also a renowned address for the

world elite of sports – not least because of the flexible and multi-functional areas for exhibitions, the press centres or VIP assistance.

In addition to traditional sports disciplines, the Velodrom also accommodates trend and fun sports such as indoor windsurfing, indoor triathlon, motocross or skateboarding under its imposing roof. Water or ice, loam, earth or sand – everything is possible in the Velodrom. But the Velodrom is not only the home to top-class sports: An additional multi-functional sports hall offers further utilisation options, e.g. for conferences and events.

Galas, product presentations,
conferences...



The perfect setting for every event.

Due to the simplicity of its architecture, the optical look and the functions of the Velodrom can be easily changed. This multi-faceted usability benefits, above all, event organisers who are organising galas, trade fairs and product presentations; they are presented with a tailor-made setting in the Velodrom which can be adapted to suit the kind of the event and the number of people attending it. Decorations and equipment elements can be excellently displayed, meaning that an individual atmosphere with targeted utilisation options can be created at any time.

The Velodrom excellently fulfils all the requirements as far as its construction and communications technology are concerned, not only for galas, trade fairs and product presentations, but also for conferences, congresses or party events. Its 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.

Event organisers from various sectors appreciate the hall's convertibility and variability. Whether it is the introduction of the Audi TT and the Q5, the gala evenings of

enterprises such as Elf Oil, Wella or company events of Hapag Lloyd, the individuality of your event concept will always be brought to the fore. The numerous, variably usable adjoining rooms are a clear advantage when you are organising and carrying out 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.

As a guarantee for unforgettable hours, we not only provide you with the excellent arena, but also with professional event management – from the technical and logistic handling to catering which ranges from simple finger food to a candlelight dinner consisting of various courses.

The Velodrom is an attractive event venue with variable room concepts, modern technology, excellent traffic links and tailor-made services, located in the centre of Berlin.



Facts and figures

Capacities/seating arena	max. no. of persons
1. Fixed seating with front stage	approx. 7,000
1.1. Fixed seating, smaller variant with front stage	approx. 2,600
2. Concert event with centre stage, not provided with seats	approx. 12,000
2.1. Concert event, smaller variant with centre stage, not provided with seats	approx. 5,100
3. Concert event with front stage, not provided with seats	approx. 9,800
3.1. Concert event, smaller variant with front stage, not provided with seats	approx. 4,900
4. Parliamentary seating with stage along the straight side	approx. 4,300
5. Sports event with tribunes	approx. 8,200
6. Gala with banquet seating at round tables à 10 persons	approx. 1,900

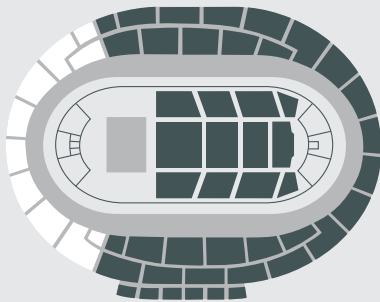
Basic dimensions and total space in arena	
Exhibition space	3,200 m ²
with installed security strips 68 m x 38 m x 13 m	2,630 m ²
with security strips removed, Staircase superstructured 68 m x 44 m x 13 m	3,200 m ²

Basic dimensions, total space of location	seats
Seelenbinder-Halle approx. 49 m x 27 m x 6 m, approx. 1,323 m ²	1,137
Gallery room approx. 24 m x 23 m x 7 m, approx. 552 m ²	1,255
Press foyer approx. 9 m x 24 m x 2 - 7 m, approx. 216 m ²	315
Restaurant foyer approx. 9 m x 24 m x 2 - 7 m, approx. 216 m ²	315
Press room A approx. 9 m x 15 m x 2 m, approx. 135 m ²	150
Press room B approx. 10 m x 12 m x 2 m, approx. 120 m ²	150
16 Group changing rooms approx. 20 m ² each	
10 Artists' changing rooms 11 to 37 m ²	
8 Production offices	
Crew catering room	
Special parking space for 11 to 12 trucks, busses or media vehicles	

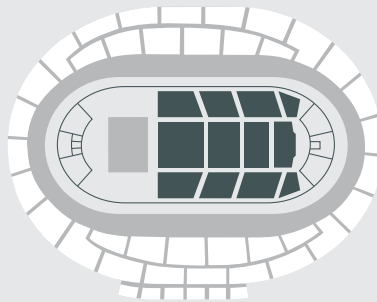
Power supply, max. bearing load of roof	
Power supply	arena: more than 1,800 kW ceiling: more than 480 kW
Bearing load of ceiling	50 t



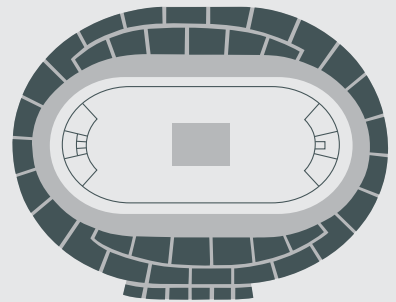
Seating



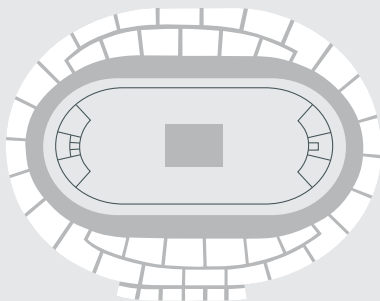
1. Fixed seating with front stage
 Stage surface: 26 m x 16 m
 Capacity: approx. 7,000



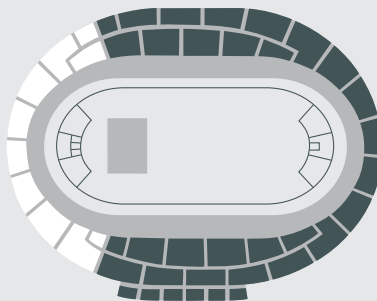
1.1. Fixed seating smaller variant with front stage
 Stage surface: 26 m x 16 m
 Capacity: approx. 2,600



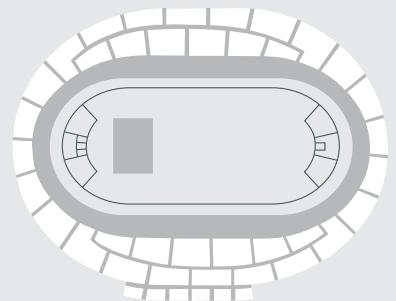
2. Concert event with centre stage, not provided with seats
 Stage surface: 20 m x 14 m
 Capacity: approx. 12,000



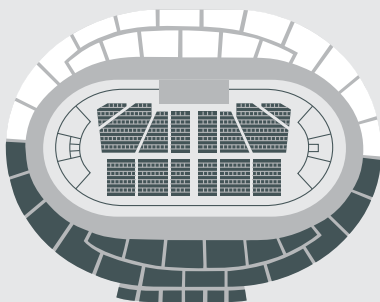
2.1. Concert event smaller variant with centre stage, not provided with seats
 Stage surface: 20 m x 14 m
 Capacity: approx. 5,100



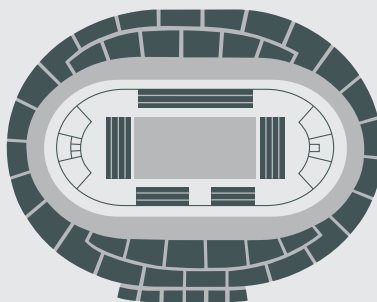
3. Concert event with front stage, not provided with seats
 Stage surface: 26 m x 20 m
 Capacity: approx. 9,800



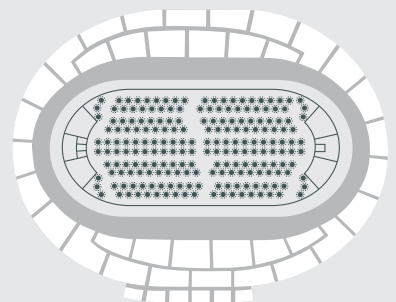
3.1. Concert event smaller variant with centre stage, not provided with seats
 Stage surface: 26 m x 20 m
 Capacity: approx. 4,900



4. Parliamentary seating with stage along the straight side
 Stage surface: 20 m x 7 m
 Capacity: approx. 4,300



5. Sports event with tribunes
 Capacity: approx. 8,200



6. Gala event with banquet seating at round tables à 10 persons
 Capacity: approx. 1,900

Full service management
for event locations

Velodrom –
at the heart of Berlin

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 boundaries 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.

