



Berlin Zoo celebrates the opening of the new main entrance

**The new Löwentor entrance opens at the Berlin Zoo on July 29, 2016. The understated yet distinct building was designed by renowned architectural firm dan pearlman Experience Architecture. dan pearlman Brand Architecture was responsible for the shop's design.**

Much has happened over the last eight months behind the stone lions guarding the entrance gate. With the opening of the new zoo entrance, the Hardenbergplatz in Berlin gained a new attraction: an inviting, semi-circular courtyard area for lingering and enjoying the shade, with an unobstructed view of the rhino enclosure and a glimpse of the listed rocky outcroppings favoured by ibex. The new Löwentor is a semi-public place, an interface between urban and natural worlds and a welcoming gesture of Berlin Zoo to its visitors and the city.

## **THE ARCHITECTURE OF THE NEW ENTRANCE BUILDING**

On the zoo side, the square is framed by a one-storey, pavilion-like building designed by dan pearlman Experience Architecture.

“The new entrance serves as a window to the zoo and gets visitors excited about their zoo experience. Our cubic design for the building draws on 1950s architecture, thereby establishing a direct link to the surrounding environment and the history of City West,” explains Kieran Stanley, CEO and creative director of the architectural firm. Understated in colour and height, the new, wooden entrance building elegantly accentuates the landmarked Löwentor. The grey Eternit façade, whose subtle diamond pattern is derived from African ornamentation, and green-grey wooden slats convey a sense of naturalness, while large window facades give it a bright and airy feel.

Because value and quality played important roles in the design and implementation, architects used the most sustainable materials such as wood, Eternit and rubber.

The building of the new entrance is one of the first steps on the way toward realizing the strategic development plan presented last autumn, which was jointly developed by dan pearlman and Zoo Berlin.

A redesign of the entrance was needed because the old Löwentor could no longer handle increasing visitor numbers. The new layout integrates the needs of visitors with those of the zoo and its personnel: nine new ticket windows, a service centre, a spacious shop, sanitary facilities and a cart rental provide visitors a wide range of services and prevent long queues and waiting times. In addition, spaces for administrative and technical needs as well as a modernized checkout area provide a more comfortable working environment for employees.

## **DESIGN OF THE NEW SHOP**

Continuing the African ornamentation of the Eternit façade inside the shop establishes a design relationship between outside and inside. For shop owner and operator Wild Republic, dan pearlman Brand Architecture designed an exciting store concept that takes visitors on an exciting journey through diverse and colourful Africa. The modern interpretation of African traditions, colours and patterns creates an authentic atmosphere. Stylized steppe trees, a modern African marketplace and traditional hand-painted clay walls guide visitors through another fascinating world before leaving the zoo. The product range inspires with classical souvenirs as well as typical African products. The shop complements the newly designed Löwentor entrance to perfection, making a visit to the Berlin Zoo a memorable one.



## ABOUT DAN PEARLMAN

dan pearlman designs brand and leisure environments for over fifteen years. As a strategic creative agency, dan pearlman operates in the fields of leisure and brand architecture, brand strategy and brand communication. With a holistic 360° approach, the interdisciplinary agency offers consulting services tailored specifically to the client as well as project design and implementation. dan pearlman's competencies range from retail to the leisure industry, from internal branding strategies to communications concepts and from design to architecture. The Berlin-based company's clients include Allianz, Commerzbank, German Lufthansa, Mercedes-Benz, Roca, Marc O'Polo and Nike.

Furthermore the portfolio includes the immersive environment Yukon Bay at Zoo Hannover as well as the immersive environment Islands at Chester Zoo, the amphibious safari through the Lost Valley and Panda World, the indoor and outdoor environment for pandas opened this spring, both at Everland Resort in South Korea and the strategic development plans of Berlin's Zoological Garden and Tierpark amongst others.

## FACTS AT A GLANCE

### BUILDING ENTRANCE ARCHITECTURE

Project management: dan pearlman Experience Architecture

The new Löwentor was designed by a team of architects and landscape architects headed by Kieran Stanley.

Services: Architecture and Landscape Architecture (HOAI service phases 1-5)

Construction time: November 2015 – July 2016, ca. 8 ½ months from ground breaking (16.11.2015)

Planning Area: ca. 2500 m<sup>2</sup>

Building Foot print/GFA: ca. 1050 m<sup>2</sup>

### INTERIOR DESIGN SHOP & COMMUNICATIONS CONCEPT

Project management: dan pearlman Brand Architecture

Project manager Hanna Stoff and designer Marius Bell were responsible for the shop's artistic direction.

The new shop at Löwentor is Wild Republic's first theme store in Berlin – the company is a worldwide operator of zoo stores – and was created in collaboration with the Berlin Zoo and dan pearlman.

Services: strategy, planning and realisation of the store concept

Implementation time: January – July 2016

Shop size: 343 m<sup>2</sup>

## KONTAKT

Elisabeth Wirth

Marketing & Communications

e.wirth@danpearlman.com

dan pearlman Erlebnisarchitektur GmbH

Kieffholzstrasse 2 | 12435 Berlin

Phone +49 30 - 53 60 18 46

www.danpearlman.com