

dan pearlman | Press Release



Panda Garden at Zoo Berlin opens with a state ceremony

5 July 2017 | Berlin. A state ceremony accompanied the opening of the panda exhibit designed by dan pearlman Experience Architecture at the Berlin Zoo. German Chancellor Angela Merkel, Chinese President Xi Jinping and Berlin Mayor Michael Müller took part in the official celebrations.

Excitement and anticipation hang in the air. Chancellor Angela Merkel and President Xi Jinping then walk across the red bridge at Panda Garden and, in their official addresses, commend not only German-Chinese relations but also Meng Meng's and Jiao Qing's new home. Over the last eight months, a 5,480-sqm complex has taken shape featuring two spacious outdoor enclosures with bamboo, rock formations and small watercourses, as well as the exhibit's architectural centrepiece, a modern building and visitors plaza. After the red curtain was revealed, the opening guests and journalists pour into the plaza. In the meantime, the pandas now sit relaxed inside their indoor enclosures looking unimpressed. The bears have already had a week and a half to adjust to their new surroundings at the Berlin Zoo. Shielded from the public they recovered from their journey and, following the quarantine period, are now taking over their outdoor exhibit.

Zoo director Dr. Andreas Knieriem views the panda exhibit designed by Berlin architects dan pearlman Experience Architecture as a success. "The pandas will definitely like it here. With Panda Garden and its Chinese pagoda-style buildings, we are bringing a bit of China to the heart of Berlin."

The architectural team at dan pearlman Experience Architecture and its construction partners, empoc bpm, are obviously excited about the opening. They designed and constructed the panda exhibit in just fourteen months. "Everyone involved in the project has done a really outstanding job. Completing Panda Garden in such a short time frame is a result of the excellent teamwork with empoc BPM, Glass Bau and the other companies," commends project manager Anna Buttkus.



The finished exhibit is proof that the architects' playful reinterpretation of architectural history and modernity has paid off. The bright red Chinese visitors pavilion makes a strong impression even from the Elephant Gate. The contrast in architectural styles is effective. The main building and visitors plaza is a convincing reinterpretation of traditional Chinese pavilion construction. A concrete roof seemingly floats over the plaza and bamboo-stylized steel supports are nearly unrecognizable as such. Airy and understated as a whole, the

building allows the landscape to flow throughout the entire exhibit, dissolving the boundaries between outdoor and indoor.

"Panda Garden invites visitors to experience a bit of China and get up-close to the rare pandas," says CEO Kieran Stanley. "At the same time, it allows the sensitive animals to be cared for in a highly modern way and also provides space for research."

Anna Buttkus adds: "We were able to successfully carry the basic design concept throughout all project phases. The rigorousness and energy of the project made working on the panda exhibit a special experience for me. Overseeing Panda Garden was thrilling, exciting, challenging. It was fun."

An exhibition of informative facts on the life of the panda, developed by dan pearlman Brand Architecture, runs along the enclosures and plaza, extending Panda Garden's clear and natural design. To create an overall harmonious look, a brushstroke alphabet was specially developed for the exhibition as well as illustrations based on classical Chinese ink painting. The exhibition designers carefully integrated content information throughout the exhibit: at times presented on infoboxes designed like papyrus scrolls or, in other cases, emblazoned on bright red lanterns. Special children's panels add a playful, exploratory level to the exhibition.

dan pearlman | Press Release



Panda Garden at Zoo Berlin opens with a state ceremony

At the topping-out ceremony, Mayor Michael Müller remarked that Panda Garden would clearly be a hit with the public. Now, four months later, opening ceremony guests also could feel the excitement. Starting 6 July, Panda Garden will be open to the general public.

NUMBERS & FACTS

Services: Architecture and Landscape Architecture, Communication and Exhibit

Planning time: April 2016 – June 2017

Construction period: October 2016 – June 2017

Opening: 05. July 2017

Overall planning area: 5480 m²

Building foot print: 614 m²

Gross floor area: 614 m²

Gross volume: 2940 m³

Construction costs: ca. 10 Mio. Euro

815 bamboo plants, 45 trees and 90 bushes were planted at Panda Garden.

20 tons of natural stones were integrated in the enclosures.

160 m² artistic rockwork adorn the façade at the visitor plaza.

46 pillars carry the concrete roof.

180 m² glass-clad façade give a sight into the indoor enclosure of the great panda.

160 m² glass-clad façade give a sight into the outdoor enclosure of the great panda.

Round about 180 metres fence span the Panda enclosures, including 50 metres of imitated bamboo.

DAN PEARLMAN

dan pearlman has developed brand and immersive environments for over fifteen years and works in the fields of experience architecture and brand architecture, brand strategy and brand communication. Uniting architects, landscape architects and interior designers, scenic designers, graphic designers, strategists and communications experts, the interdisciplinary agency's integrated 360° approach ensures client-tailored consulting services as well as project conception and realization. dan pearlman's expertise ranges from retail to the leisure industry, from internal branding strategies to communication concepts, from design to architecture. Clients of the Berlin-based company include: Berlin Zoological Garden, Hannover Adventure Zoo, Chester Zoo in England and Everland Resort in South Korea as well as Allianz, Commerzbank, Deutsche Lufthansa, Marc O'Pollo and Mercedes-Benz.

CONTACT

Elisabeth Wirth

Marketing & Communications

e.wirth@danpearlman.com

dan pearlman Erlebnisarchitektur GmbH

Kiefholzstrasse 2 | 12435 Berlin

Phone +49 30 - 53 60 18 46

www.danpearlman.com