

Where the future takes shape

## Berlin raises the bar for events, business, and hospitality



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A new landmark for Berlin, a new hotspot for events and hospitality, a location brimming with possibilities. Opening late 2026, the Estrel Tower is a spectacular addition to the Estrel World, redefining synergy between events, business, and leisure. This remarkable new building does not stand alone – together with the Estrel Berlin, it forms a winning integrated ensemble. A 300-meter walkway connecting the two sites unites them into a single destination, offering maximum efficiency and an exceptional setting for business and leisure.

“The Estrel Tower is a wonderful addition to our Estrel World, strengthening Berlin’s status as a leading business and cultural capital. As the (event) highlight of our city, it promises to be an extraordinary hotspot for start-ups, conferences, events, and parties.”

Maxim Streletzki, Owner Estrel Berlin / Estrel Tower

### Space for new dimensions

The Estrel Tower embraces a mixed-use concept, combining overnight stays, workspaces, events, and lifestyle in one spectacular building, redefining urban living and recreation in the process. The scope is impressive: 522 hotel rooms, suites, and long stay rooms and suites, approximately 3,800 m<sup>2</sup> of event spaces for all-new concepts, 9,300 m<sup>2</sup> of coworking and modern office spaces, as well as exclusive meeting rooms at stunning heights in the Sky Spaces. The light-flooded Atrium offers a vibrant meeting point, while diverse dining options and a spectacular Skybar with panoramic views over Berlin further enhance the visitor experience. This new place will delight international event planners, businesses, and independent travelers – the Estrel Tower is versatile, high-quality, and full of possibilities.

### Architecture, scale, and technology

**Scale in international comparison:** The Estrel Tower is a statement of extraordinary scale. Around 13,000 tons of steel – about 1.5 times the weight of the Eiffel Tower – make up the fundament. The four-meter-thick baseplate containing 6,000 m<sup>3</sup> of concrete, and delivered in around 1,000 truckloads operating around the clock, anchors the building firmly into the Berlin ground. The finished Tower will weigh in at approximately 92,000 tons. Even by international comparison, the dimensions are awe-inspiring. The Tower's iconic appearance has been meticulously crafted from 2,876 individual facade elements and around 22,300 m<sup>2</sup> of glass. A dynamic interplay of light, structure, and motion shifts throughout the day while actively contributing to the building's energy efficiency.

**Technology and event expertise:** The striking exterior is consistently reflected in interior possibilities. Inside the Estrel Tower, cutting-edge building and event technology provides a robust infrastructure with maximum versatility. High-performance media technology and a sophisticated digital setup form the basis for leading global events and unforgettable visits. At the same time, the close integration with the Estrel Congress Center (ECC) enables Tower guests to benefit from the facilities of one of Europe's largest and most established event locations, with tried-and-tested processes, technical expertise, and scalable solutions.

The Tower also sets new standards in mobility: top-of-the-range elevators reach speeds of up to 6 m/s, transporting guests quietly and comfortably to the upper floors in around 30 seconds – a key factor in ensuring the smooth running of large-scale events. Behind the scenes, thousands of interconnected systems boost security and efficiency: approximately 3,500 smoke detectors, over 13,000 sprinklers, and intelligent command and logistics systems work together to ensure daily operations run at the highest level.

### **A sustainable vision**

Striving to be at the forefront of sustainability in building, the Estrel is aiming for Platinum LEED certification. This is one of the highest international standards for environmentally-conscious construction and represents a holistic sustainability concept. These lofty aspirations are reflected in the planning and realization of the Tower: the intelligent facade construction responds to sunshine, actively reducing overall energy consumption. Even from the very start of the construction phase, a strong focus has been placed on conserving resources, e.g. through the use of 100% green electricity. Networked building technology and optimized operational processes will secure energy efficiency long-term. The result is an exceptional landmark that combines architectural quality, functionality, and sustainability to the highest international level.

### **A new era of encounters**

The Estrel Tower is more than just a building. It's a promise – of new ideas, new concepts, and new encounters. Nowhere is the future of events, business, and hospitality more tangible than right here, at the very heart of Berlin.