

NICHEBERLIN.DE

ABOUT US



NICHE BERLIN SHOWS YOU ART & ARCHITECTURE OFF THE BEATEN TRACK.

niche Art & Architecture Tours Berlin present must-see art and architecture locations aside from the more established sites. The guided tours are geared towards art and architecture enthusiasts looking for competent insider knowledge. Rather than renowned galleries or well-known buildings, they present new discoveries, key figures and the whole context of Berlin's art and architecture scenes. The focus of the niche Art Tours Berlin is on artist-run project spaces, newer galleries with unusual programmes and other unconventional exhibition sites. The niche Architecture Tours Berlin present innovative structures and creative reuses of buildings. The niche Art & Architecture Tours combine both aspects.

niche Berlin compiles each individual tour out of a broad range of exceptional venues. Private tours are matched to the interests, knowledge and expertise of the participants. Private tours accommodate up to six people, last two hours and explore up to four different venues. For companies and institutions, niche Berlin will gladly compile longer tours for larger groups, to be accompanied by multiple experienced guides. niche Academic and Corporate Tours Berlin are intended for groups of five to a hundred people, divided into groups of up to 15, each led by two guides. These tours last at least three hours and incorporate at least five stops. All tours can be booked in German, English, French, Italian or Spanish.

In 2009 art historians Stefanie Gerke and Nele Heinevetter, as well as architect and architectural historian Katharina Beckmann, founded niche Berlin, because they had observed a fascinating phenomenon: conventional tour guides don't consider art spaces or innovative buildings or current trends in urban development. Those interested in art and architecture therefore end up visiting only the well-known galleries and buildings. Yet it is for these people that the new tendencies, current developments and the surrounding contexts are particularly interesting. The idea for niche Art & Architecture Tours Berlin was born – and it struck a chord with both clients and the press. Today niche Berlin employs an interdisciplinary team of art and architectural historians, architects and artists.

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BERLIN



Every year, about 12 million visitors come to Berlin. Many of them because they want to explore the contemporary art scene and the eclectic architectural landscape. The scene is most captivatingly presented in hidden spots, around artist-run exhibition spaces and in those areas of the capital where architects are offered the free space for unusual spatial experiments.

BERLIN'S ART SCENE IS UNCONVENTIONAL

Since the fall of the Berlin Wall, Berlin's art market has concentrated on contemporary art. Currently there are 9,000 artists working in Berlin, making it Europe's most important place for artistic production. The established artists among them are represented by Berlin's 350 or so galleries, while those who remain less well known can start to make a name for themselves within the scene. They set the creative tempo, which so invigorates the Berlin art world.

BERLIN'S ARCHITECTURE IS EXTRAORDINARY

Berlin has a unique architectural landscape. The shifting history of the capital city even today defines the built environment. Berlin's vacant spaces made the city a pioneering place for visionary architecture. The creative recontextualisation of these sites produced cost-effective solutions and novel building methods. Development is always ongoing.

With the Art & Architecture Tours Berlin, niche presents the best art spaces and most intriguing building projects, exciting protagonists and iconic urban locations.

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CONTEMPORARY ARCHITECTURE IN MITTE

On the most difficult plots of land there have arisen many innovative building projects, such as concrete/polycarbonate favela by Brandlhuber+, the townhouses on Bernauer Strasse and collector's house L40, a black concrete sculpture by Bundschuh Architects.



INDUSTRIAL ARCHITECTURE AND TRANSFORMATIONS IN WEDDING

Berlin is known for its creative repurposing of buildings, as in the preservation of ExRotaprint – a jewel of post-war architecture – by cultural means; Galerie Epensberger in the mortuary chapel next to William Müller's crematorium; or the artists' studios in Uferhallen, a turn-of-the-century tram depot.



GREEN ARCHITECTURE AND SUSTAINABILITY IN WEDDING

In Berlin there are ever more sustainable pioneer projects, from urban gardening initiative himmelbeet, or the wooden buildings of 3xGrün by ArGe Atelier PK, roedig.schop Architects and Rozynski-Sturm Architects, to the pugged clay chapel of Peter Sassenroth and Rudolf Reitermann.



YOUNG ART IN TIERGARTEN

The diverse art scene around the red light district on Kurfürstenstrasse is unique in its variety. Here great project spaces like Centre, insitu and Isabella Bortolozzi's Eden Eden meet international level galleries such as Société, Micky Schubert and Exile, as well as very young protagonists like Sandy Brown and Gillmeier Rech.



COMPLEX ART IN MITTE

The art scene around Rosa-Luxemburg-Platz is surprisingly nonconformist. Galerie Kraupa-Tuskany Zeidler shows "digital natives" in the former server room of a GDR tower block, Delmes & Zander presents outsider art in a traditional space, while art space Yvonne Lambert and artist association L40 take on complex themes and formats.



VISIONS OF THE FUTURE IN MITTE

The area between Leipziger Strasse and Under den Linden is gradually gaining some charisma. The internationally renowned artist association of Schinkel Pavilion, as well as the young design studios, architecture offices and artist ateliers, now have two prominent new neighbours: the Julia Stoschek Collection and the Barenboim-Said-Akademie.



MODERN CHARLOTTENBURG

Long-established district of Charlottenburg always has something new to offer, be it Modern architecture like Bruno Grimmek's Amerika Haus or the Bikini Haus by Paul Schweppes and Hans Schoszberger, or even outstanding galleries like Mathew and Buchholz, as well as new art spaces like Oracle and The Composing Rooms.



FREE SPACE IN KREUZBERG

Kreuzberg features an eclectic mixture of unique buildings like R50 by ifau and Jesko Fezer + HEIDE & VON BECKERATH, or the repurposing of Werner Düttman's Brutalist church complex St. Agnes. There is also a prominent, youthful art scene, with galleries like Chert and PSM, the 032c vitrine and of course, König Galerie.

EXAMPLES
PRIVATE
TOURS

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WAF - WORLD ARCHITECTURE FESTIVAL

250 Participants | 5 Days | +Shuttle Service

Ten three-hour, expert-guided tours for participants of the international architecture conference, with themes including “Building Collectives”, “Postmodernism – IBA 87”, and “Urban Commons” – including site visits with the architects and users of the buildings.



ABC - ART BERLIN CONTEMPORARY

200 Participants | 4 Days | +Registration

Tours on the fairground for abc visitors, artist bar with Vanessa Safavi, MAVRA and Kris Lemsalu, plus for VIPs screenings, performances and excursions with artists – including a visit to a firehouse with Alona Rodeh and a trip to the botanical garden with Robert Janitz



BERLIN ART WEEK

150 Participants | 4 Days | +Shuttle Service

Two VIP tours, a Blogger Tour and four official tours for the project partners of Berlin Art Week, as well as selected, non-commercial art spaces – including meetings with exhibiting artists and directors.



GLUON - NETWORK FOR ART AND RESEARCH

18 Participants | 3 Days

Supporting the organisation GLUON with the art trip for their members – including studio appointments with artists such as Tomás Saraceno and architects like Arno Brandhuber, among others.



HRTB ARCHITECTS

25 Participants | 2 Days

Two days of expert tours for Norwegian architects to iconic residential estates such as Bruno Taut’s Hufeisensiedlung and the Hansaviertel, also to current building typologies and various building group projects – including exclusive site visits.



SENATE ADMINISTRATION FOR ECONOMY, TECHNOLOGY AND RESEARCH

30 Participants | 3 Hours | +Shuttle Service

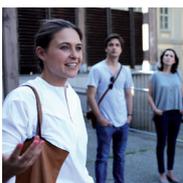
Two three-hour art and design tours of Berlin’s young, creative scene around Leipziger Strasse on the occasion of a ministerial conference – including discussions with designers and gallerists.



NETFLIX

50 Participants | 3 Hours

Four three-hour art and architecture tours in the area around the conference centre in the Hotel de Rome – including artist talks with Fabian Knecht, Despina Stokou and Ignacio Uriarte.



STANFORD UNIVERSITY IN BERLIN

15 Participants | 3 Hours

A three-hour tour for American Bachelor students on the young Berlin art scene and its repurposing of industrial architecture – including a studio visit to Adrian Lohmüller in the Uferhallen.

OTHER CLIENTS 2016/2015

Biennale de Lyon, Art Horizons, Grundig, Velux, Panerei, Nike, Converse, Katjes Fassin, Freshfields, PricewaterhouseCoopers, Allianz Real Estate, Oslo Kommune, Vikanes Bungum Arkitekter, Graber Pulver Architekten, Hogeschool Rotterdam, DIHK und Friedrich Ebert Stiftung