



Making of: Berlin Industrial Heritage Bike Routes

DIPL.-ING. ANTJE BOSHOLD

INTERNATIONAL CONFERENCE ON GREENWAYS | 9-10 OCTOBER 2025 | ABANTO-ZIERBENA, BASQUE COUNTRY, SPAIN

Who we are

A cooperation of

- University of Applied Sciences, HTW Berlin
- German Museum of Technology, Berlin
- Senate Department for Urban Development
(Berlin's highest monument protection authority)

What we want

- Making interactions between
industry, culture, and urban history known
- and accessible to a broad audience

What we do

- We do research
- We organize conferences and develop publications
- We design cultural tourism offerings

Who finances

- Senate Department for Urban Development
- Senate Department for Economic Affairs



Our Slogan sparks curiosity and supports Berlin's sustainable tourism strategy

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For more Berlin: go here!



Fotos: Andreas FranzXaver Süß

Eight high-quality bike routes

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Berlin as an open-air museum of industrial heritage



Foto: Axel von Blomberg

Our communication tools – analog and digital – German and English

Designed from the user's perspective

5



Flyer map page

INFORMATION

- Length: ca. 25 km
- Industrial heritage sites: 18
- Duration: day trip, ca. 5 hours (2.5 hours cycling time)
- Starting/end point: Deutsches Technikmuseum
- Public transportation
 - U-Bahn: U1, U3, U7 "Möckernbrücke" station or U1, U2, U3 "Gleisdreieck" station
 - S-Bahn: S1, S2, S25, S26 "Anhalter Bahnhof" station
- "Sommerbad Humboldthain" outdoor pool
 - www.berlinerbaeder.de/baeder/sommerbad-humboldthain

Route mostly bike lanes, quiet city streets, and waterfront paths. There are lengthy cycling sections without four stops that traverse a diverse urban landscape.

Digital route planner: GPX Track and additional information (German only): www.industriekultur-berlin.de

Please send comments and suggestions about this bike route to: kontakt@industriekultur-berlin.de

IMPRESSUM

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Translation: Patrick Bader
April 2022



Industrial Heritage in Berlin

BIKE ROUTES

Route 1

BRIGHT LIGHTS AND COLD BEER



Deutsches Technikmuseum

Industrial Heritage at a Historic Rail Yard

Trebbiner Straße 4 | 10963 Berlin
www.technikmuseum-berlin.de/
Tel: +49 30 2534 1000

Anhalter Bahnhof Portico

Gateway to the South

Anhalter Platz | 10963 Berlin

Birthplace of Siemens / Siemens Headquarters / Siemens Building

Courtyard inventiveness

Birthplace of Siemens | Schöneberger Str. 33
Siemens Headquarters | Anhalter Platz 3
Siemens Building | Schöneberger Str. 3
Tel: +49 30 2534 1000

Buchhändlerhof Substation / E-Werk / ewerk

Power Generation and Techno Culture

Widmannstraße 42 | 10117 Berlin
www.ewerk.net/en

Museum for Communication Berlin

From Smoke Signals to Smartphones

Langenstraße 14 | 10117 Berlin
www.mfb-berlin.de/en
Tel: +49 30 2534 1000

Schornhorst Substation

Observation Post for Street Lights

Selzerstraße 14-26 | 12053 Berlin

AEG Appliance Factory

Nucleus of the Electrical Power and Engineering Industries

Ackerstraße 76 | 13055 Berlin

AEG Tunnel

First Subway Tunnel in Germany

Vollstraße 3-4 | 13355 Berlin
www.berliner-untersystem-berlin.de/en/

AEG Humboldthain Works

Grand Factory Complex

Gustav-Meyer-Allee 25 | 12355 Berlin
www.technikmuseum-berlin.de

Humboldt Substation

Maritim in Berlin

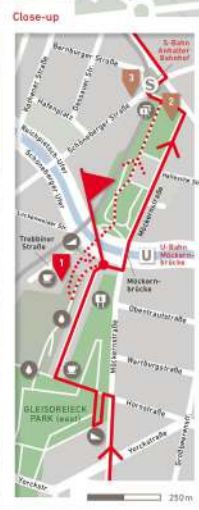
Sonnenburger Straße 73 | 10437 Berlin



LEGEND

- Industrial heritage highlight www.industriekultur-berlin.de
- Industrial heritage point of interest
- Tourist information
- Food and drink at sites along the route
- Information board
- Series of information boards
- Lookout point
- Bicycle shop
- Water fountain
- No photographs allowed
- No cycling allowed
- S-/U-Bahn station, train station (public transportation)
- Parks located on historical railpads
- Cycling permitted
- Bicycles must be pushed

Scale: 1 km



Route 1

BRIGHT LIGHTS AND COLD BEER

- Grotzer Brewery / Grotzer Villa
Multi Beer and Art Museum
Möckernstraße 1-11 | 10437 Berlin
www.villaredoxi.com
- Schönerhauser Allee
Elevated Railway
From Municipal U-Bahn to Kladow
From the "Schönerhauser Allee" U-Bahn station to the "Eberhardstraße" U-Bahn station
Schönerhauser Allee 10435 Berlin
www.schoenerhauser-allee.de
- KulturBräuerei / former Schultheiss Brewery
Icon of the Beer Metropolis
Schönerhauser Allee 36 | 10435 Berlin
www.kulturtraeum.de
Photo: Alexander / www.franz.de
- Pfefferberg Brewery / Pfefferwerk
Brewery Beer in Pilsener
Schönerhauser Allee 176 | 10119 Berlin
www.pfefferberg.de
Schönerhauser Pfefferberg Brewery
www.schoenerhauser-pfefferberg.de
- Historischer Hafen Berlin
Barges Built Berlin
Märkisches Ufer | 10119 Berlin
www.historischer-hafen-berlin.de
- Berlin Mitte Power Plant / Mitte Combined Heat & Power Plant / Kraftwerk Berlin
Supplying Energy in a Residential Neighborhood
Königsplatz Straße 70 | 10119 Berlin
www.kraftwerkberlin.de
Bonanza Coffee Roasters
www.bonanzacoffee.de
- Fichtestraße Gasometer
Storehouse of History
Fichtestraße 6 | 10967 Berlin
www.berlin-untersystem-berlin.de
- Höfe am Südost
Kreuzberg Mix
Haukestraße 56 | 10967 Berlin

Route 1
BRIGHT LIGHTS
AND COLD BEER



BRIGHT LIGHTS AND COLD BEER
BIKE ROUTE

Hard work makes you thirsty! No wonder the Industrial Revolution witnessed the construction of many breweries along side new factories and working-class neighborhoods, thus quenching the thirst of the rising capital of Berlin. The new bottom-fermented brewing process imported from Bavaria was perfectly suited to industrial production. And the hilly topography of Prenzlauer Berg (Berg being German for "hill") facilitated the construction of large cellars necessary for cold storage. There were more than a dozen breweries here around 1900.

With the rise of the electrical power and engineering industries around 1880, Berlin made the jump from large city to metropolis. Workers from Pomerania and Silesia sought their fortune here. Underground electric cables were laid next to water and gas lines, providing the metropolis with power. This network surfaced at electrical substations. These imposing structures of burgeoning industry changed the face of the city. Initially built in the historicist mode popular in Imperial Germany, they later favored the style of the New Objectivity. What is more, the electrification of machines, illumination, transportation, and communications media changed the working and everyday lives of the city's inhabitants – they were literally "electrified".

INDUSTRIAL HERITAGE IN BERLIN
BIKE ROUTES

Berlin is a gigantic open-air museum of industrial heritage. Our five bike routes invite you to discover a new side of the city. Each route traces a different chapter of the city's history:

- Route 1: Bright Lights and Cold Beer
- Route 2: Manufacturing and Munitions
- Route 3: Water and Power
- Route 4: Innovation and Elegance
- Route 5: Railroads and Rummage

The routes are each 20–25 km long. There is a lot to see, so plan a whole day for them. All the routes traverse diverse urban environments and stick to relaxing waterfront paths, quiet side streets, and official bike lanes. If you feel like taking a break, there are many restaurants and cafés with a special industrial flair.

Route 1: Bright Lights and Cold Beer
Digital route planner: [Kommot](#)

GPK Track and additional information (German only):
[www.industriekultur-berlin](#)

INDUSTRIAL HERITAGE IN BERLIN
HIGHLIGHTS

Our 18 highlights are representative of Berlin's industrial development. They testify to the city's exceptional rise as an "electric polis": to hard times and many fresh starts. Beginning with the Industrial Revolution in Prussia, they illustrate Berlin's transformation into the most modern metropolis on the Continent. Traces of the First and Second World Wars can still be seen in many places. Some of the sites also bear witness to changes entailed by the building and fall of the Berlin Wall. The highlights include museums, historical locations, and even actively operating businesses. Some are open every day, others only by appointment.

[www.industriekultur-berlin.de](#)
The network of Berlin's industrial heritage highlights is part of the European Route of Industrial Heritage. [www.erih.net](#)



1 Deutsches Technikmuseum | 1983

Industrial Heritage at a Historic Rail Yard

Overgrown train tracks and platforms, two roundhouses, and a freight depot that once belonged to the Anhalter Bahnhof freight yard testify to this site's important role in transportation history. Inside the Deutsches Technikmuseum (German Museum of Technology) a detailed model shows just how large the historic rail yard was, stretching from the Anhalter Bahnhof passenger station (see 10) to the York Bridges (see 11 on Route 1). Permanent and special exhibitions provide insight into old and new technology. The Museum Park features the ruins of railway buildings and a historic brewery. A path at the freight depot lit by LED lights demonstrates the advantages of innovative LED illumination. The Park has historic gas lighting.

2 Anhalter Bahnhof Portico | 1880

Gateway to the South

The Anhalter Bahnhof passenger station was a place of longing for Berliners around 1900. The first train bound for the Duchy of Anhalt departed from here, as did the "Riviera Express". After the station was demolished (1999–01), the only thing left of Franz Schwechten's monument of urban railway architecture was the portico of the main building. Electric arc lamps by Siemens made the old entrance hall so bright that, as one contemporary witness raved, "you could read the finest print." An important safety factor for railroads is the ability to transmit information about the progress of trains and breakdowns. The telegraph technology developed by Siemens came right on cue. Connecting trains with telegraph lines was one of Siemens' first achievements.

3 Birthplace of Siemens | 1847

Siemens Headquarters | 1901

Siemens Building | 1915

For Steve Jobs and Apple it was a garage. For Siemens it was a small workshop in a rear courtyard. Here in the shadow of the Anhalter Bahnhof station, the "Siemens & Halske Telegraph Construction Company" began its transformation into the worldwide industrial concern we know today. The company established its headquarters here in 1901; now it is home to the Tagesanzeiger newspaper. When the headquarters was moved to the newly created Siemensstadt (see Route 2) district in Spandau, the company still wanted to retain a presence in the historic location, close to the government district. Thus a representative office was built here in 1919 (now the Mölvenberg Hotel).

4 Buchhändlerhof Substation | 1928

E-Work | 1993–1997

Power Generation and Traction Culture

Berlin's second power plant (BfG) was constantly expanded, and it quickly filled the limited space of the cramped courtyard in which it was built. The new three-phase technology allowed electricity to be generated on the edge of the city and transmitted downtown with almost no loss of power. Substations were now necessary to transform that high voltage electricity into lower voltage and distribute it to a local network. Thus in 1928 the power plant became a substation, providing electricity to Potsdamer Platz and other locations. After the fall of the Berlin Wall, the oldest power generating facility in Germany was reupgraded as E-Work, a birthplace of the global techno movement. It now serves as an event venue under the name eWork.

5 Museum for Communication Berlin | 1989

From Simple Signals to Smartphones

The Museum for Communication was originally founded in 1899 as the world's first postal museum. The historic building opened to the public in 1948. From the bulbous and smoke signals to Morse code and the smartphone, the museum traces the fascinating development of communications media. It also shows how electricity revolutionized communication. One very special exhibit is the first telephone in the world, invented by Philipp Reis. And the museum is interactive, offering the opportunity to operate a pneumatic tube system, an optical telegraph, and a typewriter. You can also meet friendly robots in the atrium.

6 Scharnhorst Substation | 1927

Observation Post for Street Lights

This substation has a special feature: a glass observation post 25 meters high for supervising the city's streetlights. Down to the 1940s, an employee decided the right time to turn the lights on and off. Hans Heinrich Müller, chief architect for the Berlin electric company Bweg, developed a modern style of architecture that venerated electricity as if it were holy. His "cathedrals of electricity" symbolize the great importance substations had for the city's rapid urban and industrial development. Scharnhorst substation is currently known as the Vaterland Building, after the power company that now occupies it, and known since industrial administration and the customer service department.

7 AEG Appliance Factory | 1910

Nucleus of the Electrical Power and Engineering Industries

The Allgemeine Elektricitäts Gesellschaft (AEG) (see Route 3), founded by Emil Rathenau, rose to become a world leader in the electrical engineering industry. This history is still reflected in its magnificent factory buildings. Starting in 1890s, trend-setting appliances and electrical parts were produced here. The facade along Ackerstraße, designed by Franz Schwechten (Kaiser Wilhelm II's chief architect), features the floral ornamentation typical of historical architecture as well as a rising sun, symbolizing the great expectations for electric power. The factory was soon too small, so meet the company's needs. Thus in 1904 AEG bought a portion of the neighboring substation. The former AEG appliance factory now houses the Technical University of Berlin's Institute of Food Technology.

8 AEG Tunnel | 1897

First Subway Tunnel in Germany

A 300-meter tunnel connected the AEG appliance factory with the AEG Humboldtshain Works. Electric trains transported both materials and workers between the two locations. The construction was surely useful, but it also served to demonstrate that a subway system like the London Underground could be built in Berlin. In World War I the tunnel was used for munitions production. In World War II it was an air raid shelter for the company's employees.

The tunnel can only be viewed on tours offered by "Berliner Unterwelten". Guides tell the exciting history of the AEG locations and their underground connection.
[www.berliner-unterwelten.de/en](#)

9 AEG Humboldtshain Works | 1894–1941

Grand Factory Complex

Motors, machines, and electrical appliances – the range of products made at the new AEG location around 1900 was enormous. Although constructed only a few years apart, there is an unmistakable aesthetic difference between the AEG appliance factory and the New Objectivity architecture of the buildings created by world renowned industrial designer and architect Peter Behrens. The monumental assembly hall for large machines is especially impressive. In 1944, the works closed and numerous buildings were demolished. Those left intact are now landmarked and comprise the Humboldtshain Technology Park, home to departments of the Technical University, commercial businesses, and media companies. The historic main entrance is around the corner, at 1079 Brandenburgerstrasse. The so-called "Beamtendorf" (Clarks' Gate), designed by Franz Schwechten, features a cogwheel as a symbol of industry.

10 inbold Substation | 1927

Marientempel in Berlin

Hans Heinrich Müller took over the building division of Bweg in 1924. He designed substations all over Berlin that were reminiscent of castles. For he was fascinated by Marientempel Castle, the largest Gothic brick construction in Europe, located in what is now the Polish city of Malbork. The aesthetic inspiration Müller took from Marientempel Castle and the way he incorporated variations of its structural details can be seen in many of his buildings. But nowhere as clearly as here. The building is currently the headquarters of Gel'You Guide.

11 Guterplan Brewery | 1897

Groterjan Villa | 1907

The multi beer specialties patented by Childrich Groterjan were the main attraction of the small brewery that opened at a Milestraße in 1897. A typical Berlin banquet hall with a nine-pin bowling alley and a beer garden with room for 1,500 guests were meant to boost beer consumption. Right down the street, at Milestraße, the brewmaster built an ornate villa in 1907 as his private home and business headquarters. In 1914, Groterjan merged with the Gohrdt's wheat beer brewery and moved the operation to Wedding. A chocolate and sugar factory moved into the production hall. The banquet hall first accommodated the "Mila Lichtspiel" movie theater and, then, until 1930, a rehearsal space for the Volkstheater on Rosa-Luxemburg-Platz. The space is now occupied by a furniture store, and the villa is home to a restaurant.

12 Schönhauser Allee Elevated Railway | 1913

From Municipal Unbrida to Viaduct

It is strange to think of a subway running over a viaduct. To avoid the city's traffic, the initiative moved to dig a tunnel under the Sprée and local buildings in the early 20th century. The Berlin government opted for a cheaper alternative: an elevated railway. The elegant construction by U Bahn architect Alfred Grenander was given the nickname "municipal umbrella" as it protected striding city residents from the weather. When it was built, the viaduct was regarded by property owners concerned their buildings would shake, shop owners worried about falling profits, residents dreading the noise, and passengers shocked by the proposed ticket prices. Today it is designated as a historic landmark.

13 Schultheiss Brewery | 1878

KulturBrauerei | 1991/2000

Icon of the Beer Metropolis

Brewhouse, horse stable, restaurant – these labels are still to be found on the buildings that Franz Schwechten began erecting in 1878 for one of the largest breweries in Europe. Workshop for disabled people, childcare facilities, and bath areas attest to the progressive social mindset of the successful owner. The brewery was nationalized after the creation of East Germany and stayed in business until 1948. Today the KulturBrauerei is a place to eat, drink, and dance. It is also home to a movie theater, a block rental agency, and a museum devoted to everyday life in East Germany.

The Tourist Information Center also offers guided tours.
[www.kulturbrauerei.de/angebot/tourist-information-center](#)

Schultheiss

Birth of a Brand
In 1883, a merchant named Adolf Schultheiss bought a small brewery and became Berlin's most successful beer monger. New owners took over in 1884, but the name stayed the same. For Schultheiss was by then a familiar brand. Very quickly, Schultheiss became one of the largest industrial operations in Berlin. It not only brewed beer but also owned mailing plants (see 10 on Route 1), co-operatives, its own bank, and even its own fleet of trucks for deliveries. The world wars and the division of Germany marked breaks in the company's history. Thanks to mergers with other breweries, Schultheiss remained successful in West Berlin. In 2004, Berlin-Kindl-Schultheiss-Brauerei GmbH was created: it continues to brew traditional Schultheiss beer.

14 Pfefferberg Brewery | 1844

Pfefferwerk | 1990/2002

This brewery was built on empty fields right outside the city gate by Bavarian brewmaster Joseph Pfeffer, a pioneer of industrial beer production who brought the recipe for bottom-fermented lagers beer to Berlin. The official beer garden thrived until World War I. Schultheiss acquired the brewery in 1919, and beer production ceased in 1941. The production facility was later home to a chocolate factory, a wholesale bakery, and

after World War II, the publisher Neues Deutschland. After 1990, the Pfefferwerk Verein zur Förderung von Stadtkultur, an organization devoted to revitalizing urban spaces, developed ideas for a social and cultural center. And they proved successful. Today the brewery is a hub of arts and culture and also boasts various accommodation and nightlife options. A new brewpub is once again serving up beer brewed on the premises. And the architecture of the beer garden still reflects the atmosphere of the once idyllic location.

The Lifting Pfefferwerk offers tours upon request:
[info@pfever.org](#)

Two other former breweries are located nearby:
Königsplatz Brewery (1890) | Sauerbrücken Straße 26 | [www.gldk.de](#)
Sitzow Brewery (1894) | Prenzlauer Allee 242 | [www.sitzowbrauerei.de/en](#)

15 Historischer Hafen Berlin | 1298

Barges Built Berlin

For centuries, waterways were the most important transport routes to and from Berlin. Traditional steam tug, historic barges, and nostalgic passenger boats moored at the historic harbor near the Mühlendamm Lock evoke this history. This location is the historic core of Berlin, which in medieval times was a mere island in the Spree. The city was first mentioned in written sources in 1244. The harbor first appeared in a charter in 1348. It was closely connected to the city's development and as the source of the spring, "Görge" built Berlin. Around 1900, loads of bricks so desperately needed for residential buildings were brought from Brandenburg to Berlin by steam tugs and barges. Coal was shipped from Lusatia and Silesia to the energy-hungry metropolis. Today, the harbor is run by around 20 volunteers from the Berlin-Brandenburg Schiffahrtsgesellschaft e.V., a society devoted to local shipping history. They maintain the historic boats and organize events. Proceeds from the Lotta Foundation are currently being used to revamp the exhibitions and information boards. Future plans include reopening the restaurant boat and creating a terrace along the lock to provide more space for visitors on Fischerinsel.

There is an exhibition in the cargo hold of the barge "Görge Altpeter".

Steamboat cruises mark the beginning and end of the season. Historic drawbridges take passengers to Köpenick and back.
[www.historischer-hafen-berlin.de](#)

16 Berlin Mitte Power Plant | 1964

Mitte Combined Heat & Power Plant | 1997

Kraftwerk Berlin | 2010

Supplying Energy in a Residential Neighborhood
When the Berlin Wall went up, the capital of East Germany needed its own energy supply. Thus the Berlin Mitte Power Plant went online in 1964. It was closed in 1997 when the Mitte Combined Heat and Power Plant opened. In 2004 the legendary techno club Tresor moved into the southern tract of the old power plant. Since 2010 Kraftwerk Berlin has been using the 100-meter-long turbine hall for exhibitions and events. The new energy facility is a modern combined-cycle power plant. It produces both electricity and district heating at the same time. Thanks to its historic location, the power plant is remarkably close to residential buildings.

17 Fichtestraße Gasometer | 1884

Storehouse of History

Illuminating gas for Berlin's streetlights started being stored here in 1884. The city's last remaining brick gasometer was once one of four such structures. The changeover to electric streetlights in 1937 made the gasometer superfluous. In late 1940 it was converted into an air raid shelter. The old brick structure served as a mere casing for the shelter's massive walls. Mothers working for the war effort could take cover there with their children. After the war the gasometer offered windowless bunkers to refugees passing through the city (down to the 1990s), after which it served as a nursing home and a homeless shelter. After the blockade of West Berlin (1948/49), even Route 211 was used as a warehouse for the Senate Reserve. The gasometer was once again repurposed at the end of the Cold War: this time high-end apartments were built on its roof.

"Berliner Unterwelten" explains the rich history of the location on tours through the so-called "Fische-Bunker".
[www.berliner-unterwelten.de/en](#)

Berlin Tenements

Residential Misery in Cramped Courtyards

Industrialization brought people to the city. To meet the massive housing demand around 1900, new neighborhoods were built. The typical Berlin apartment building consisted of a wing facing the street (Vorderhaus), a side wing (Seitenflügel), and a rear wing (Hinterhaus) grouped around a courtyard. Such constructions often went back several courtyards deep. Another common feature was referred to as the "Kreuzgang Mix", a blend of residential and commercial use. Middle-class families tended to inhabit the Vorderhaus, whereas the Seitenflügel and Hinterhaus were reserved for the working class. Courtyards provided space for businesses, either in small carriage houses or in larger structures. Horse stables and cowsheds were also not uncommon in the courtyards – the horses to pull carriages, the cows to supply fresh milk. Heinrich Zille immortalized the misery of such overcrowded tenements in his famous sketches.

18 Höfe am Südern | 1908

Courtyards Mix

The Höfe am Südern are an example of courtyards with upscale commercial space flanked on both sides by elegant apartment buildings facing the street. The push building on Hagenstraße has a front yard. Each floor has a six-room apartment with a maid's room and separate servant access. The apartment building on Körtestraße is much more modest. In between are four courtyards dedicated to commercial space, suitable for different kinds of businesses. This complex marks the final stage in the development of Kreuzberg Mix architecture. It is characterized by rear buildings with large windows and courtyards with vehicle access to back streets. Today, the courtyard and commercial spaces are a precious location for businesses of all kinds. An old villa in the second courtyard was turned into a manufacturing family, in use now by an advertising agency.

IMAGE CREDITS

Cover image: Thomas Klose | 1 Deutsches Technikmuseum (DZM) Berlin
Architecture: 10077/Thomas Klose | 2 Anhalter Bahnhof Portico (Anhalter
Bahnhof) 10077/Thomas Klose | 3 Birthplace of Siemens/Siemens Headquarters
Siemens Building (Siemens Building) 10077/Thomas Klose | 4 Buchhändlerhof
Substation (Buchhändlerhof Substation) 10077/Thomas Klose | 5 Guterplan
Brewery (Guterplan Brewery) 10077/Thomas Klose | 6 Humboldtshain Works
(Humboldtshain Works) 10077/Thomas Klose | 7 Pfefferberg Brewery (Pfefferberg
Brewery) 10077/Thomas Klose | 8 Schönhauser Allee Elevated Railway (Schönhauser
Allee Elevated Railway) 10077/Thomas Klose | 9 Schultheiss Brewery (Schultheiss
Brewery) 10077/Thomas Klose | 10 Scharnhorst Substation (Scharnhorst
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Public Feedback

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"The descriptions are
neither too detailed nor too brief,
and include
special tips!"

"The routes are well designed,
in terms of
locations and paths.
Truly excellent!"

"**Why did I never**
notice
these fantastic buildings
before?
Now I finally know what they are!"

"The combination of
history, culture, and nature
makes the bike routes a
special experience!"

"We are very enthusiastic.
The tours are
informative in a really good way."

"I discovered
streets and places
that I had
never seen before."

How did we achieve this?

Cooperation and collaboration!

9



What did we learn?

Inside knowledge about

- Germany's industrial heritage bike routes, e.g. in Ruhr Region
- Berlin's cycling infrastructure
- Berlin's requirements for route signposting
- "State of the art" developments in
 - > storytelling
 - > marketing
 - > digital communication media
- Target groups
 - > city explorers and adventure seekers
 - > history enthusiasts and knowledge seekers



Joint action

Clear division of tasks

Berlin Centre for Industrial Heritage (bzi)

Industrial Heritage Competence Center

- develops bike routes
- creates communication media

Berlin Senate Department for Transport

Cycling Competence Center

- integrates the routes in Berlin's cycling infrastructure
- implements directional signage

visitBerlin

Marketing Competence Center

- includes the routes in city marketing



visit BERLIN

Sightseeing

Events

Accommodation & Travel deals

Tickets & tours

Advertisement



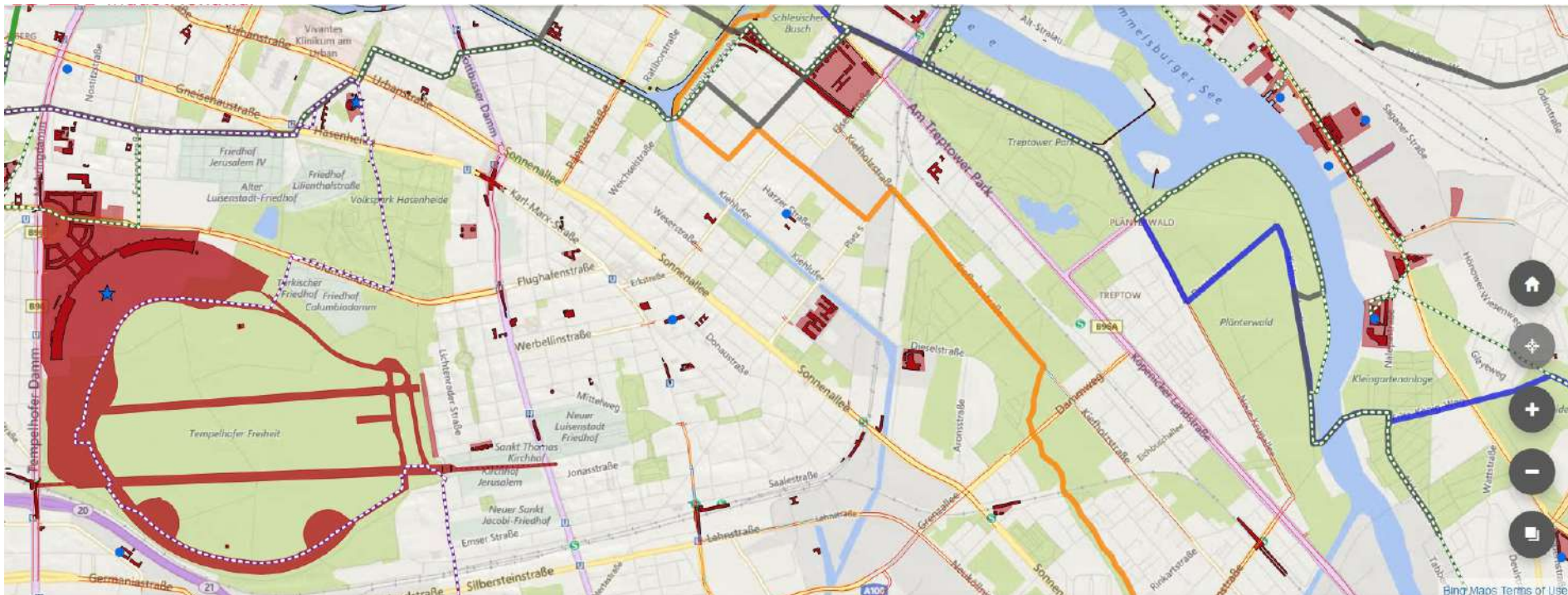
For more Berlin: go here!

Cycle through Berlin on your own - and away from the tourist hotspots. These eight bike routes turn Berlin into a giant open-air museum of industrial heritage. We have selected the most beautiful routes, the most interesting places and the most exciting stories for you.

DETAILS & BOOKING

Spatial visualization

- we put two layers of information on top of each other
 - > Berlin's bicycle network
 - > Berlin's industrial heritage monuments
- we developed the first draft of the route on screen



Informal cooperation

Test rides by bike

Around 100 test cyclists

- Funding bodies
- Cycling experts (senate and district level)
- Tourism experts (visitBerlin and district level)
- Industrial heritage experts (institutes, associations)
- Stakeholders from 140 sites (that are part of the 8 routes)
- Marketing partners (e.g. tour guides)
- "Ordinary" cyclists

- > Feedback on bike paths
- > Feedback on site descriptions
- > Feedback on route stories



Our success factors

Close involvement of funding bodies

We regularly updated the Berlin Senate on the project development.

Close exchange with experts

We regularly spoke from concept to implementation with all relevant partners.

Broad participation

We ensured quality through the outside perspective of test cyclists.

Enthusiastic multipliers

Many of the involved partners became marketing multipliers who are promoting the bike routes on their own communication channels.



Conclusion

15





<https://industriekultur.berlin/erleben/fahrradrouten>

bzi
Berliner Zentrum
Industriekultur

htw
Hochschule für Technik
und Wirtschaft Berlin
University of Applied Sciences

Stiftung
Deutsches
Technikmuseum
Berlin

Senatsverwaltung
für Stadtentwicklung,
Bauen und Wohnen

Senatsverwaltung
für Wirtschaft, Energie
und Betriebe

BERLIN



In Kooperation mit

visit BERLIN 