



ICC BERLIN INSPIRING FUTURE

Project presentation on the award recommendation
in the ICC concept-based procurement procedure
June 24, 2026

BERLIN



ICC BERLIN: A STAGE FOR BERLIN AND THE WORLD

After more than 12 years of resting, a project partnership has presented plans for the future use of the site.

Hall 1 will become a multifunctional venue for concerts, conventions, sporting events and shows. It will be accessed via M11 connected directly to the hotel.

Transformation of Hall 2 – with its original footprint of 4,000 m² – into a space of up to 14,000 m² for exhibitions, education, research, fashion, immersive experiences, and creative innovation.



Messedamm 9 and 11 complement the ICC to form a coherent urban ensemble. “M11” provides additional southern access to Halls 1 and 2. Shared podium zones, hotels and flexible access transform the site into a vibrant urban district for Berlin.

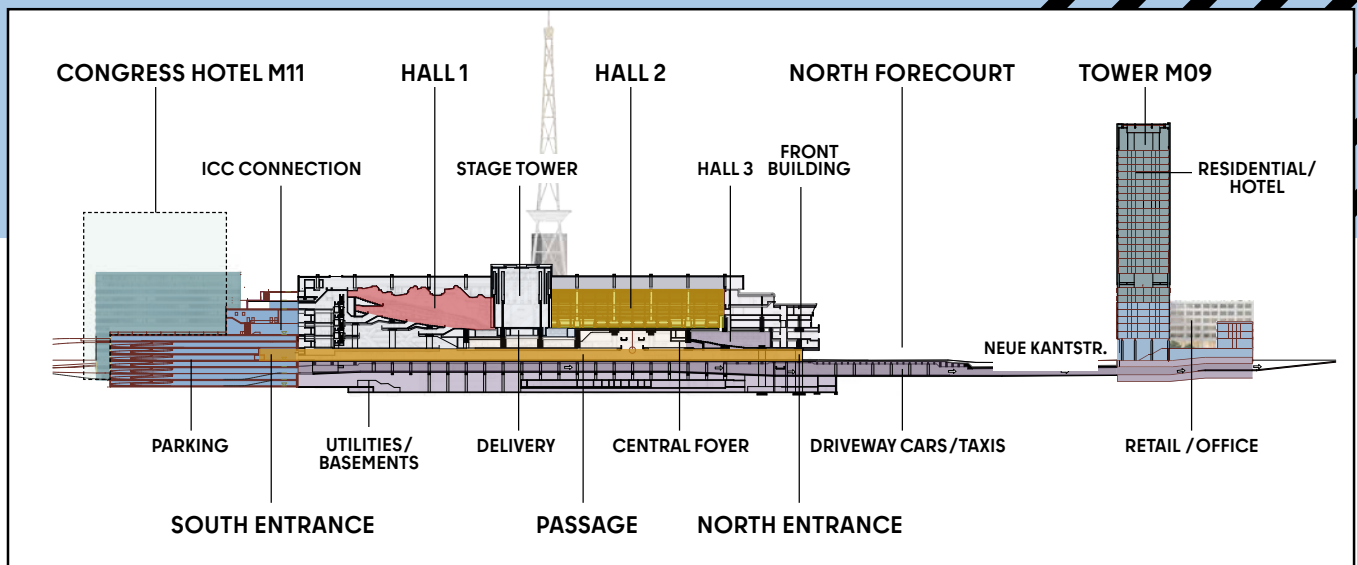
THE CHALLENGE

The ICC Berlin, a listed landmark of post-war modernism, has been resting since 2014. This results in annual costs of approximately €2 million for the State of Berlin. In 2023, the Senate and the House of Representatives decided to pursue its revitalization. From November 2024 to May 2026, BIM Berliner Immobilienmanagement GmbH conducted a concept-based procurement procedure on behalf of the Senate Department for Economic Affairs, Energy and Public Enterprises. The aim was to identify investors for the renovation and use of the ICC as a publicly accessible center for art, culture, innovation, and technology. A new-build concept for Messedamm 9 is part of the process.

THE PROCESS

The call for participation was published in November 2024, and the dialogue phase began in August 2025. Over the course of four sessions, ideas for the site's future use, as well as architectural and urban design proposals, were jointly developed in collaboration with the jury and the Quartier ICC Project Partnership. In addition, in-depth working sessions were held on specific technical topics. The final concept, submitted in March 2026, was evaluated by the jury using a defined assessment matrix and received a positive evaluation. The dialogue procedure has thus been successfully concluded.

AN ICON BECOMES A DISTRICT



MILESTONE REACHED

In June 2026, the “Steering Committee for the Concept-based Procurement Procedure” – the decision-making body overseeing the City of Berlin’s concept-based procurement procedure – decided to follow the jury’s recommendation and issue an official award recommendation. The plan foresees the granting of three leasehold rights with a term of 99 years. BIM and the Quartier ICC Project Partnership are currently negotiating an exclusivity agreement. Upon its conclusion, a two-year so-called “preparation phase” will commence to prepare the leasehold agreements and secure approval from the Berlin House of Representatives.

THE UTILIZATION CONCEPT

The definition of new, self-contained project phases, associated anchor tenants, and contemporary spatial concepts creates sustainable and forward-looking structures for the iconic ICC. Complex requirements regarding access, fire safety requirements, building services, and heritage preservation are addressed through modern operational and refurbishment strategies developed by the multidisciplinary project partnership. Through the development of a new urban planning concept, the ICC’s previously isolated location will become the center of a vibrant urban district bustling with activity all day long.



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QUARTIER ICC PROJECT PARTNERSHIP

Bringing together Arup Deutschland GmbH, Coloured Fields GmbH, GRAFT Gesellschaft von Architekten mbH, HOCHTIEF Infrastructure GmbH, the ICCA Project Group/ Stiftung Kunstforum Berliner Volksbank, KVL Projektmanagement Berlin GmbH, Max Dudler GmbH, MIB AG Immobilien und Beteiligungen and schneider+schumacher Planungsgesellschaft mbH, the project partnership unites leading companies and distinguished experts in the fields of project development, urban planning, architecture, heritage conservation, arts and cultural management, engineering, construction, and project management.

Together, the partners aim to reposition the listed ICC as a vibrant arts, culture, events, and innovation destination of international significance. They have extensive experience in transforming complex existing buildings, developing urban districts, and delivering ambitious cultural and infrastructure projects. Their references include cultural, event, and urban development projects at both national and international level.

The particular strength of the Quartier ICC Project Partnership lies in its combination of commercial, cultural, architectural, and technical expertise. This enables concepts for future uses, urban planning, operations, commercial viability, and construction delivery to be conceived and developed in an integrated manner. In doing so, the interdisciplinary team is laying the foundations for a sustainable and long-term viable future for the ICC and the creation of a new, vibrant urban district.

ICC.BERLIN

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QUARTIER ICC PROJECT PARTNERSHIP

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