

## **PRESS RELEASE**

### **Invitation to "Sign the Wall"**

#### **Signature event on Potsdamer Platz for the "highest piece of Wall in the world"**

Berlin, 5<sup>th</sup> of July 2010: All residents of Berlin, as well as of course visitors of the capital, have the opportunity on Tuesday the 13<sup>th</sup> and Wednesday the 14<sup>th</sup> of July, 2010, to immortalize themselves on the "highest piece of wall on display in a building in the world." This piece of wall will be placed on Potsdamer Platz on the days above, and will be available for signing from 11 am until 4 pm.

On Thursday, the 15<sup>th</sup> of July at 6:15 pm, this piece of Wall will stand in the focus of a world record attempt: it will be lifted via helicopter to the top of Kollhoff Tower, and will be put on display there, 100 meters in the air. The goal is an entry in the Guinness Book of World Records. The "Flying Wall" will crown the exhibit "Berliner Blicke auf den Potsdamer Platz(Berliner Views of Potsdamer Platz)," which will be newly opened on the same day.

Original pieces of the Berlin wall are spread across the world; for example, in front of the University of Honolulu, a temple in Osaka, and in the BMW-Pavillion in Kapstadt. But none are on display 100 meters in the air on top of a building, and none will be signed by such a large number of Berliners. The signing action "Sign the Wall" finds support in a comparable measure during the reconstruction of Potsdamer Platz. In 1994, Berliners were called upon to leave a personal affect, such as a visiting card, 15 meters deep in the foundation.

The piece of the Wall on the top of the Kollhoff Tower will cement the reunification; in Potsdamer Platz below and in the sky above. The creator of PANORAMAPUNKT and the official partners of "Sign the Wall," Scandic Berlin Potsdamer Platz, which will open on the 1<sup>st</sup> of October 2010 on Potsdamer Platz, look forward to active participation.

Info: The PANORAMAPUNKT on Potsdamer Platz is the newest Tourist Hot Spot in Berlin. The observation platform has been improved by the PANORAMACAFE and a sun terrace. On the 16<sup>th</sup> of July, the multimedia exhibit "BERLINER BLICKE auf den Potsdamer Platz" will offer spectacular insight into the history of the world hub.

**Panoramapunkt Potsdamer Platz, Potsdamer Platz 1, 10785 Berlin**  
**Phone: 0049 (0) 30 2529 4372, open daily 10am-8 pm, depending on the sunset, sometimes longer**

[www.panoramapunkt.de](http://www.panoramapunkt.de)

Contact:

Panorama Punkt GmbH

Christine Mühlenhof

Potsdamer Platz 1, 10785 berlin

Phone: 030-25-93-70-81. [Christine.muelenhof@panoramapunkt.de](mailto:Christine.muelenhof@panoramapunkt.de)