ALEXA BERLIN 2007 - Despite having entirely dissimilar building parts, the new department store complex is identifiable as a large, unified development figure. It does justice to its significance as an urban heart of Berlin. The actual shopping centre consists of five autonomous building sections which form a coordinated ensemble with squares and streets.

Photos by Stefan Müller

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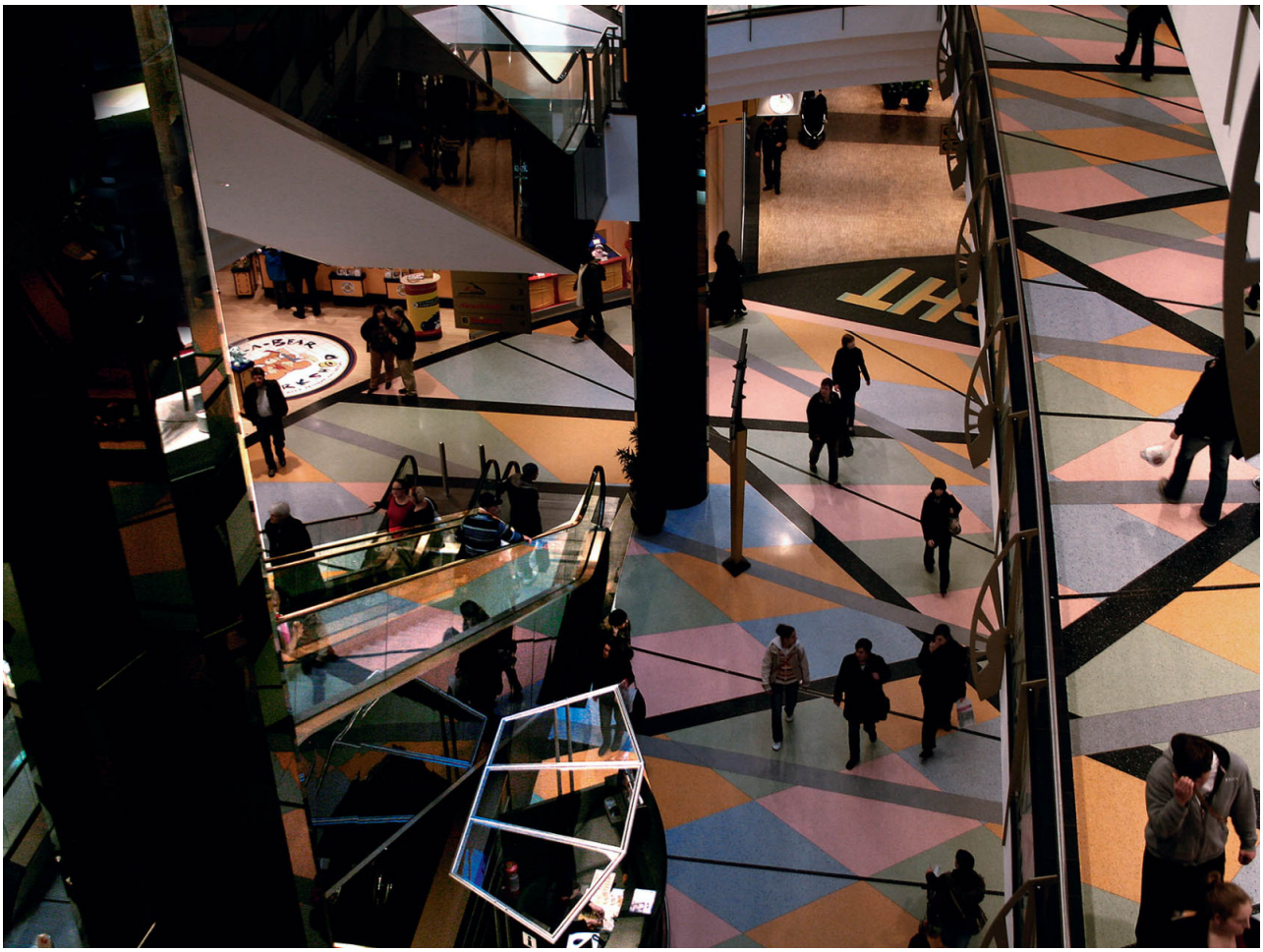

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