



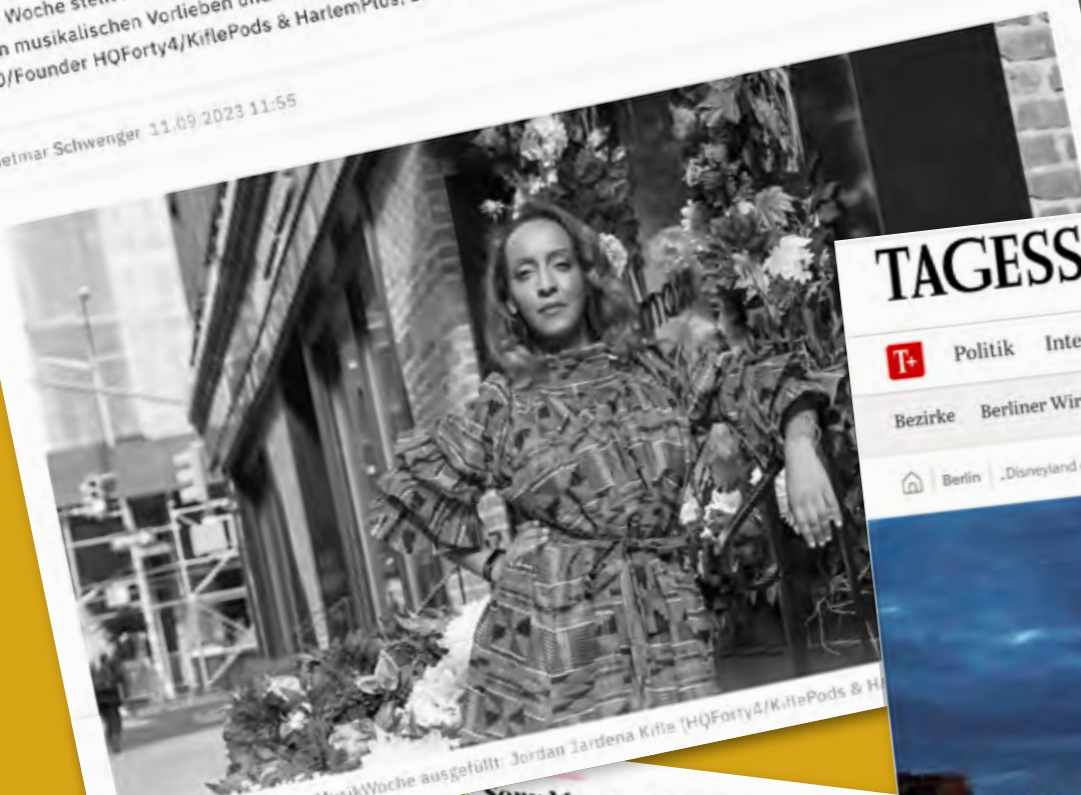
CORPORATE EVENTS

→ DISCOVER THE ULTIMATE **EVENTS SPACE**
IN FRIEDRICHSHAIN, BERLIN!

Bonustrack: Jordan Jardena Kifle steht Rede und Antwort

Jede Woche stellt MusikWoche exklusiv in der Rubrik "Bonustrack" Branchenpersönlichkeiten vor und fragt sie nach ihren musikalischen Vorlieben und Gedanken zur Musikwirtschaft. In dieser Woche kommt Jordan Jardena Kifle, CEO/Founder HQForty4/KiflePods & HarlemPlus, zu Wort.

Dietmar Schwenger 11.09.2023 11:55



Hat den Bonustrack für MusikWoche ausgefüllt: Jordan Jardena Kifle | HQForty4/KiflePods & H

ANMELDEN

50 Jahre HipHop: Wiederveröffentlichungen, Compilations und Events

Anlässlich zum 50. Jubiläum gibt es Wiederveröffentlichungen von Rap-Klassikern. von Christin Rodriguez 11.09.2023 Events in Berlin.



PELI ONE



Der TALK Mi, 11. Oktober 19 Uhr peli one
Das HQForty4 in Berlin Ein Headquarter für 50 Jahre Hip Ho
URBAN MUSIC RADIO - Über DAB+ Dresden - Leipzig - Bad V
checkpoint

Eröffnung des Berliner HipHop-Hauptquartiers: „Der Ort, den HipHop verdient“

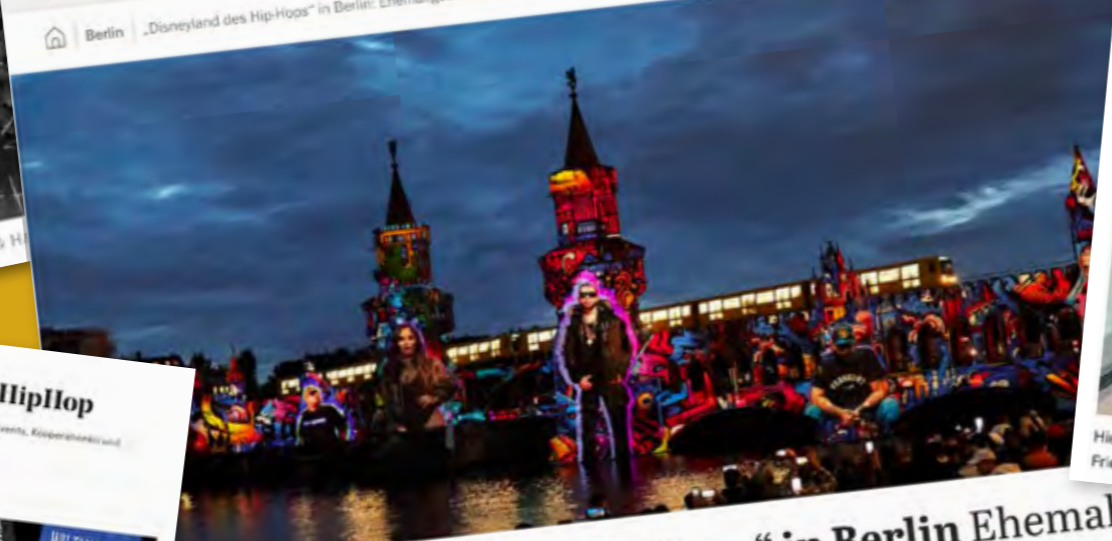
Ein Autohaus ist für ein Jahr zu einem Veranstaltungsort für alles rund um HipHop umgewandelt worden. Am Freitagabend fand die Eröffnung statt.

Laurenz Cushion
06.10.2023 | 15:34 Uhr



Hier soll es losgehen – und 50 Wochen andauern: Musikmanagerin Jay Kifle in einem ehemaligen Autohaus in Berlin-Friedrichshain, das zum „HipHop-Hauptquartier“ umfunktioniert wird

TAGESSPIEGEL



„Disneyland des Hip-Hops“ in Berlin Ehemaliges Autohaus soll weltweit erstes Hip-Hop-Hauptquartier

Sony Music zelebriert 50 Jahre HipHop

Zum 50-jährigen Jubiläum von HipHop bringt Sony Music (Deutschland) diverse Events, Kooperationen und Wiederveröffentlichungen an.



CELEBRATING 50 YEARS OF HIP-HOP 2023 | 2024



HQ
FORTY4
OPERATING
ARS
P-HOP
I 2024
HQFORTY4.COM



SOFT OPENING

OCT 6, 2023







East side gallery _ 400 m

Berghain _ 1.200 m

Mercedes Benz Arena _ 600 m

Verti Music Hall _ 350 m

R.A.W. SITE _ 750 m

HQ
FORTY4

BERLIN FRIEDRICHSHAGEN

Arena Berlin _ 1.000 m

Watergate _ 600 m

THE LOCATION

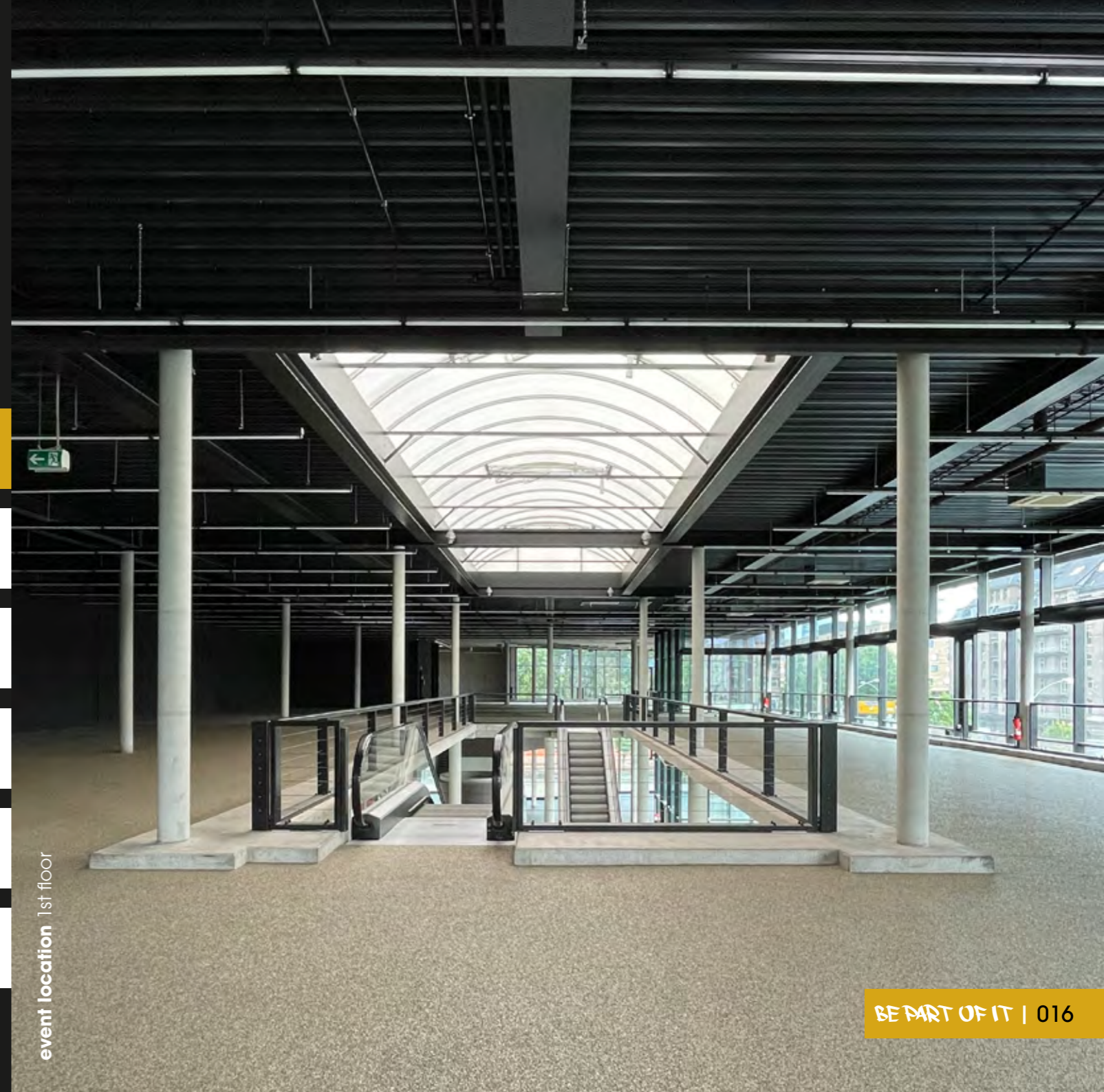
8,800 SQM

3 FLOORS

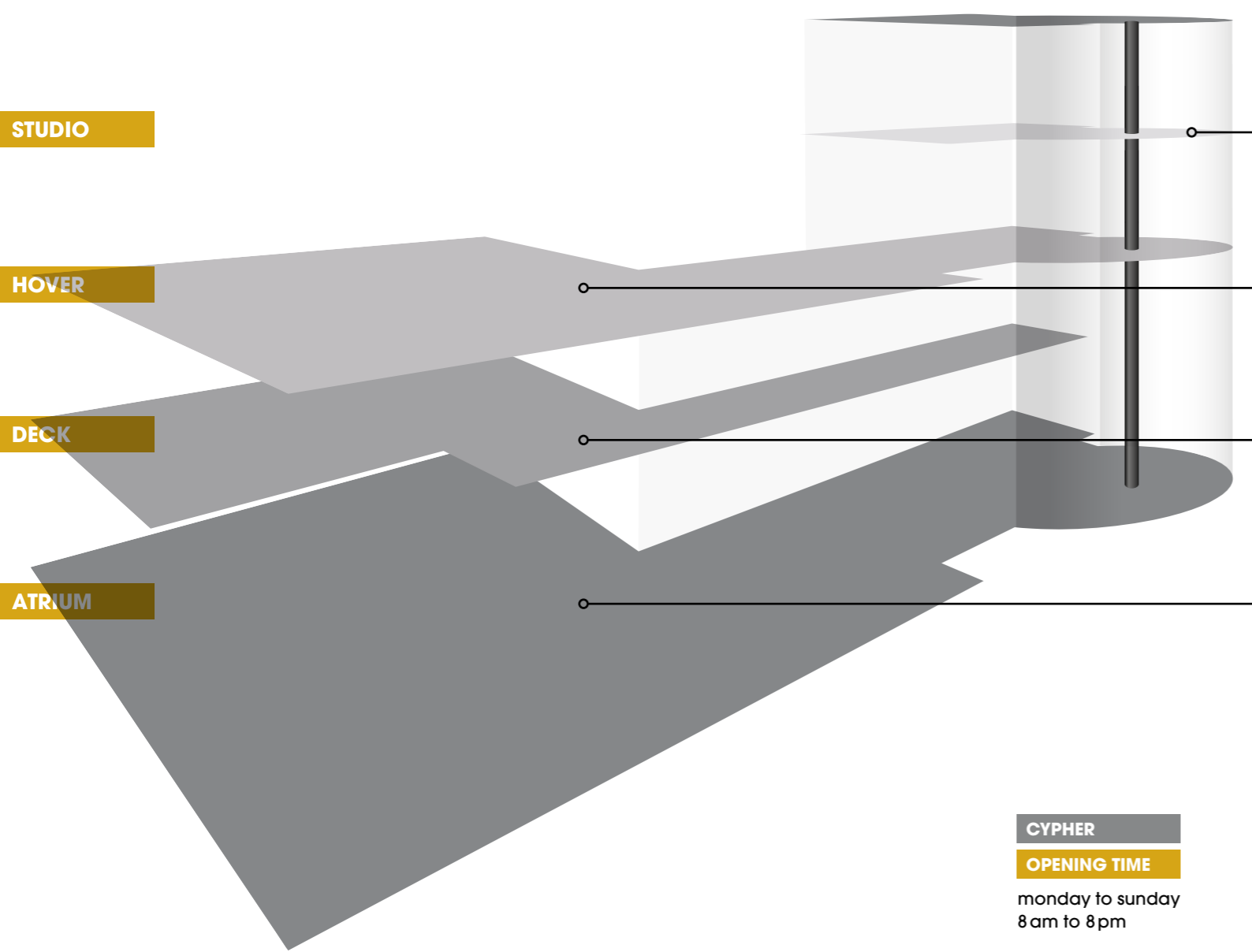
7+ EVENT LOCATIONS

GRAND OUTDOOR SPACES

120+ PARKING SPOTS



event location 1st floor



STUDIO

HOVER

DECK

ATRIUM

3RD FLOOR

studio | classes

2ND FLOOR

exhibition

1ST FLOOR

office | personal | VIP

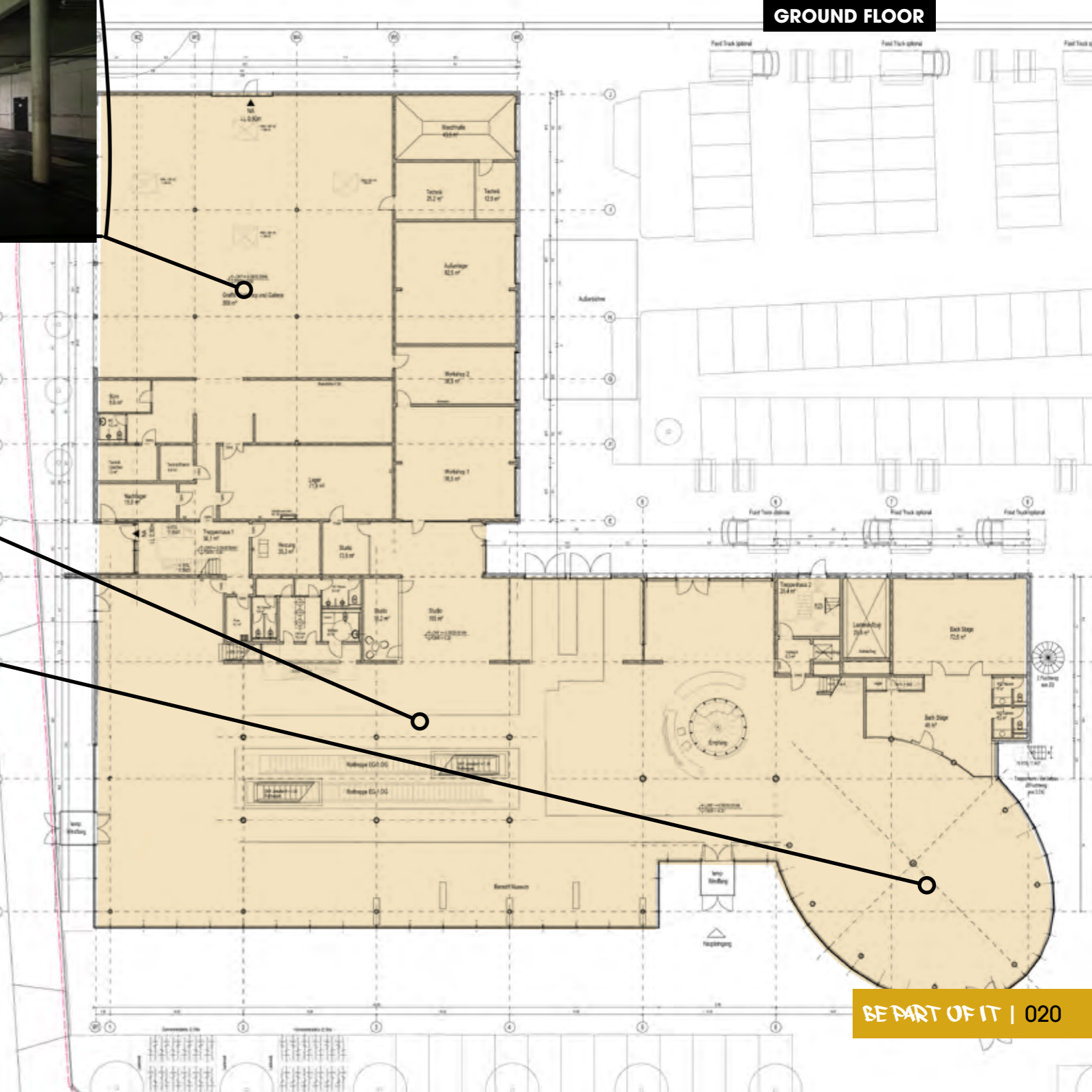
GROUND FLOOR

cypher café and store | stages | garage | lab 1-4

CYPHER

OPENING TIME

monday to sunday
8 am to 8 pm



UNIQUE EVENT SPACES

Whether it's a team-building retreat, a product launch, or a year-end celebration, we offer a variety of dynamic event spaces designed to accommodate all your needs. From intimate lounges to spacious dance floors, **WE'VE GOT IT ALL.**

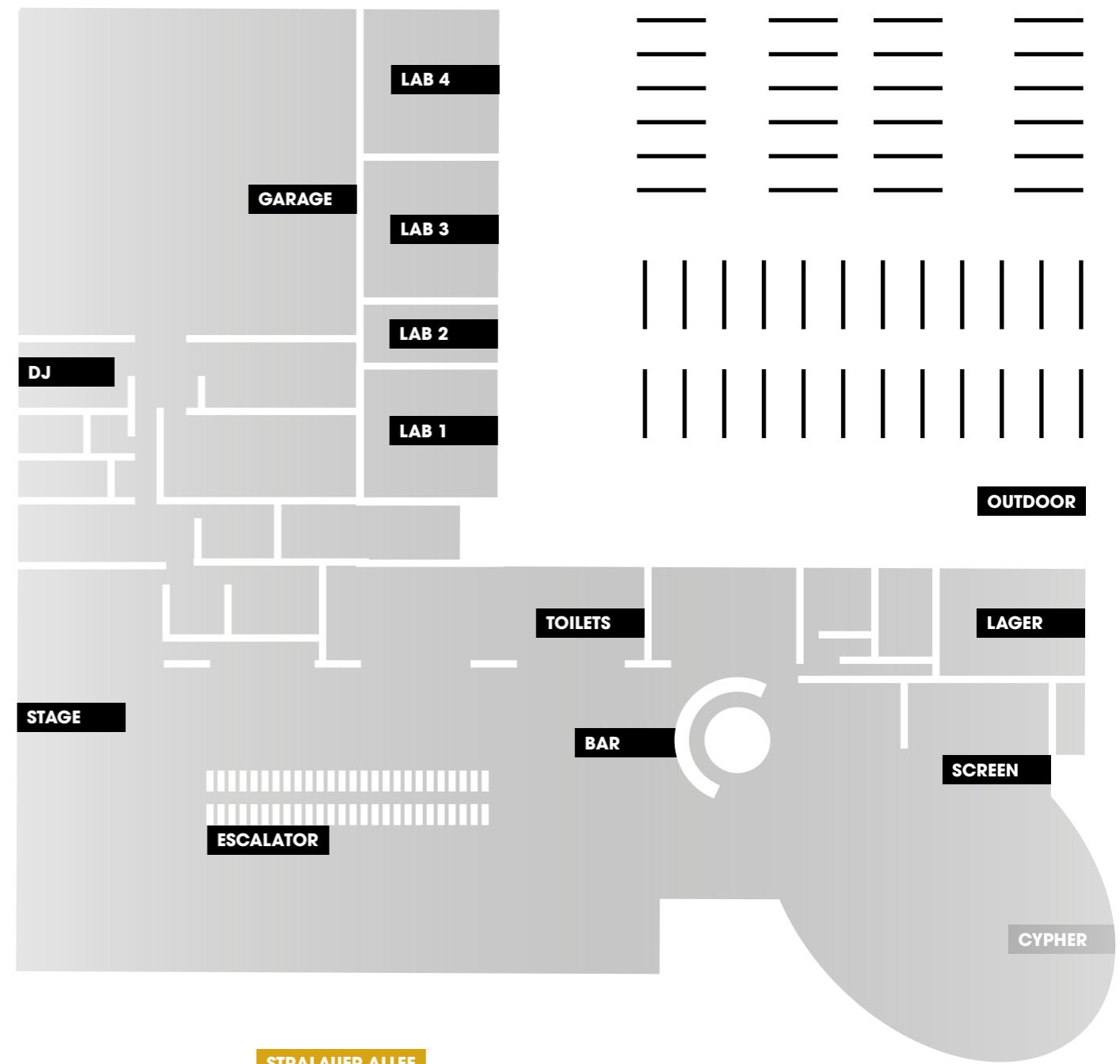


**GROUND
FLOOR**

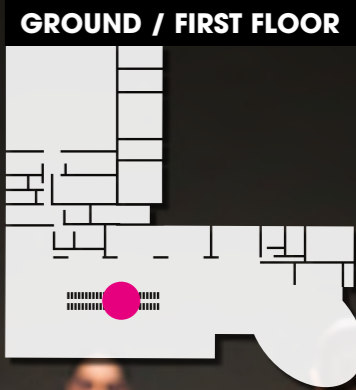
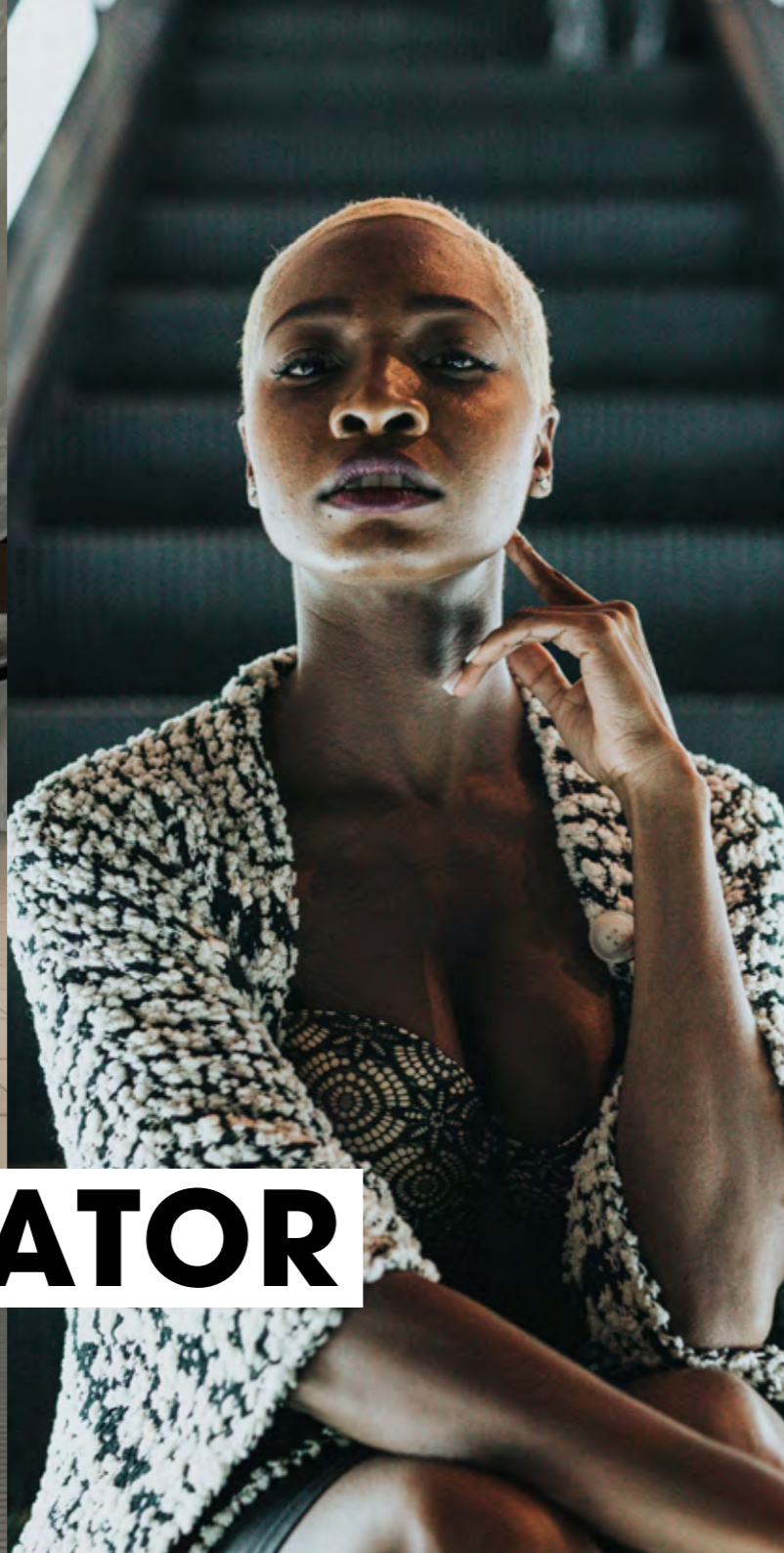




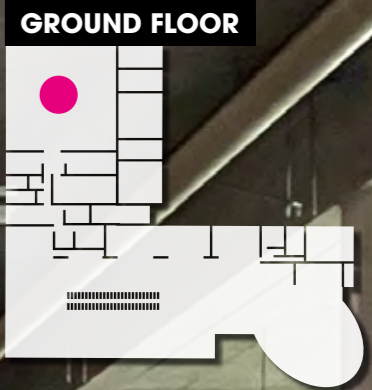
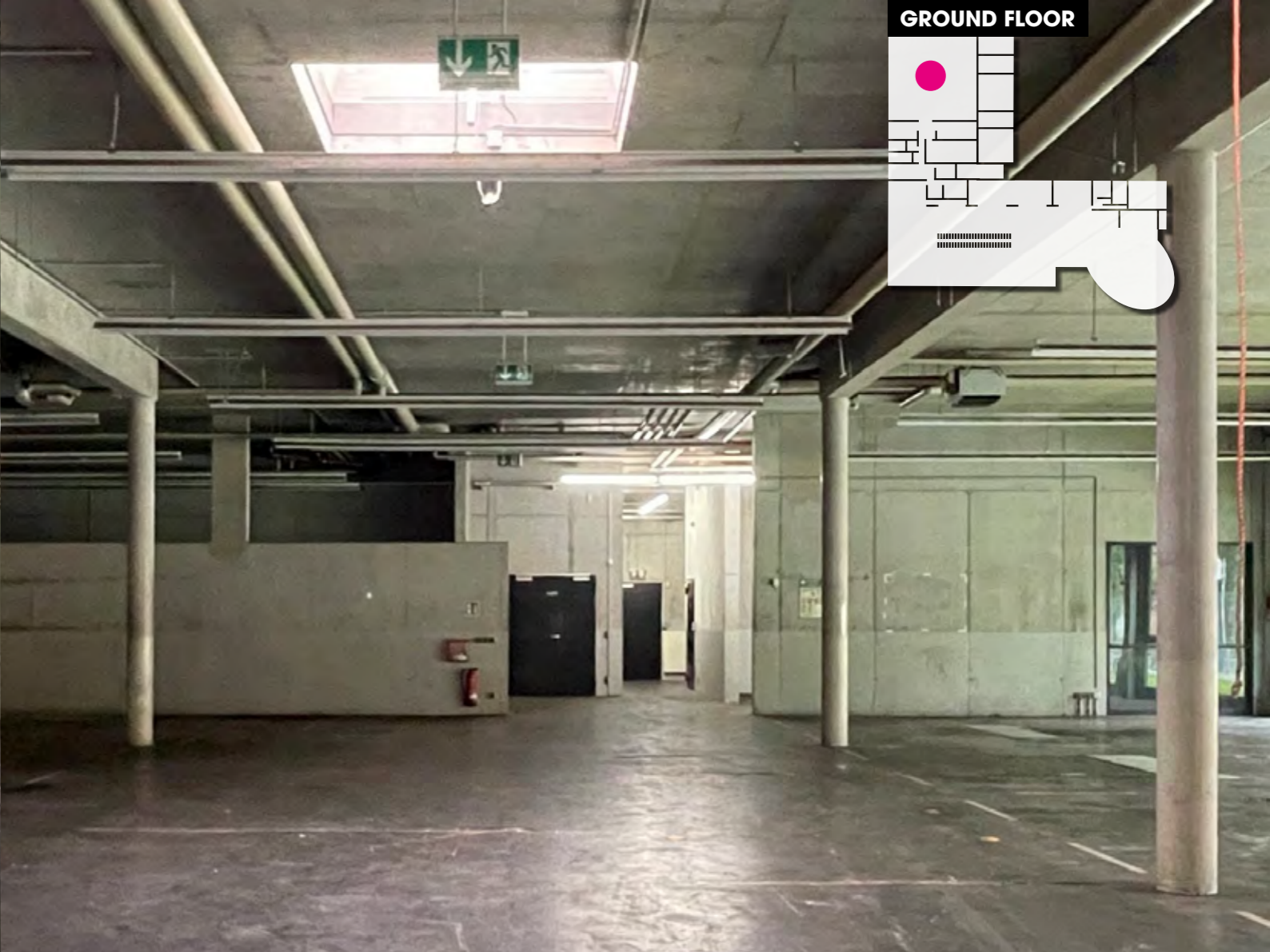
THE ESCALATOR



- STRALAUER ALLEE
- ← OBERBAUMBRÜCKE
- ← EAST SIDE GALLERY



THE ESCALATOR

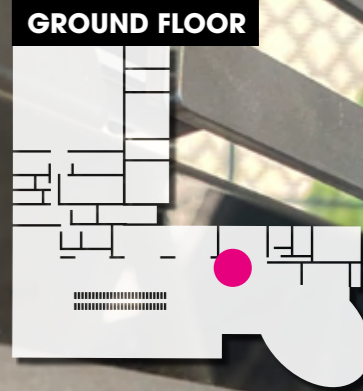


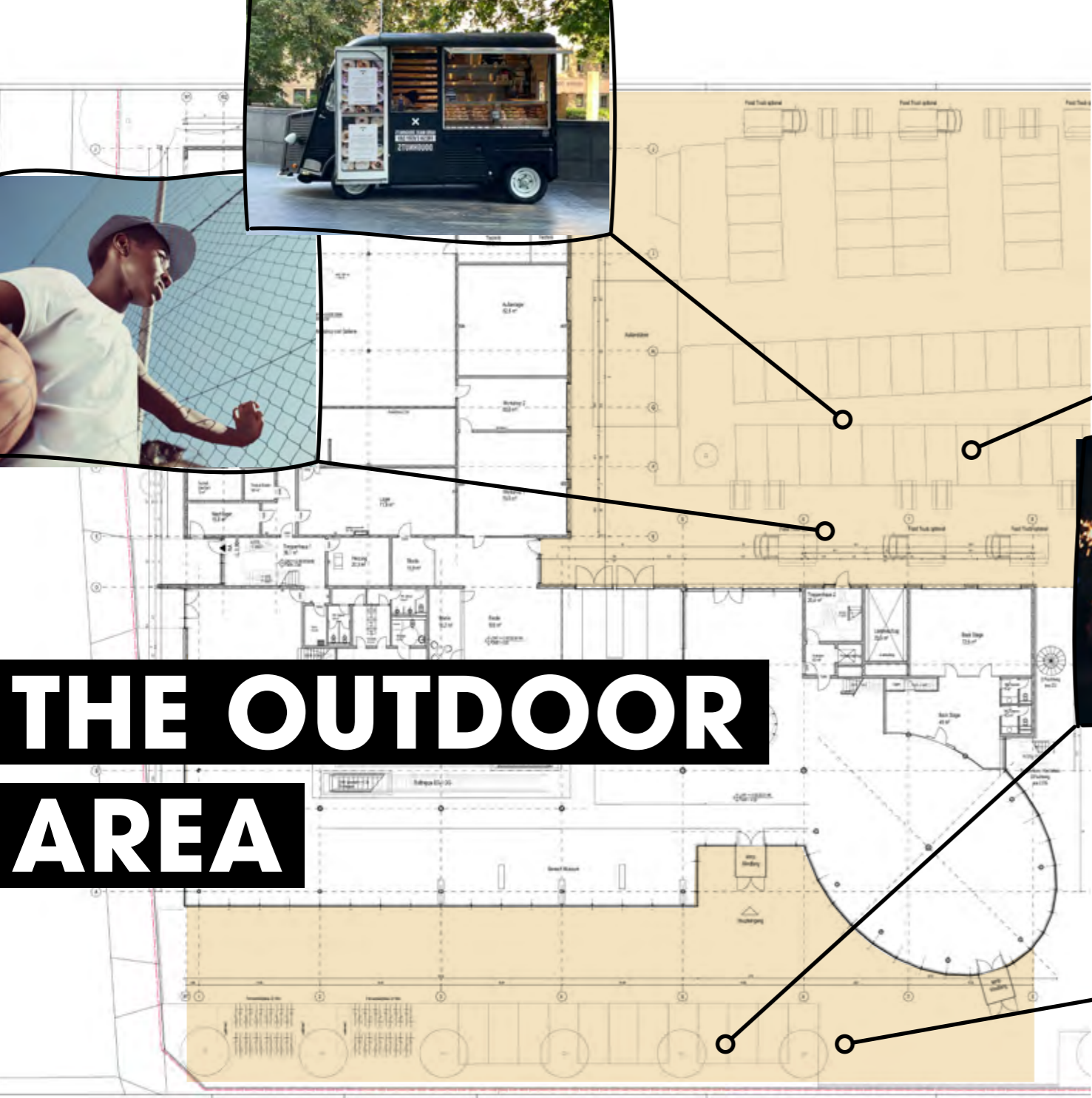
THE GARAGE



CYPHER

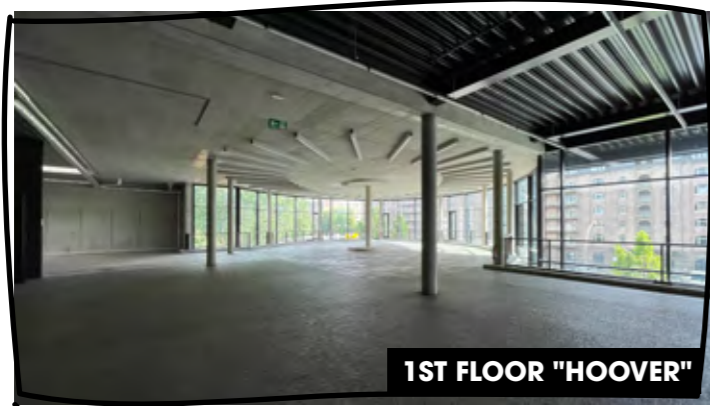
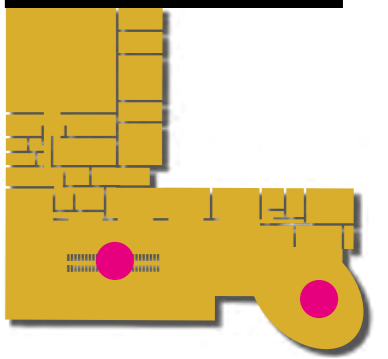
THE STORE / CAFÉ





THE OUTDOOR AREA

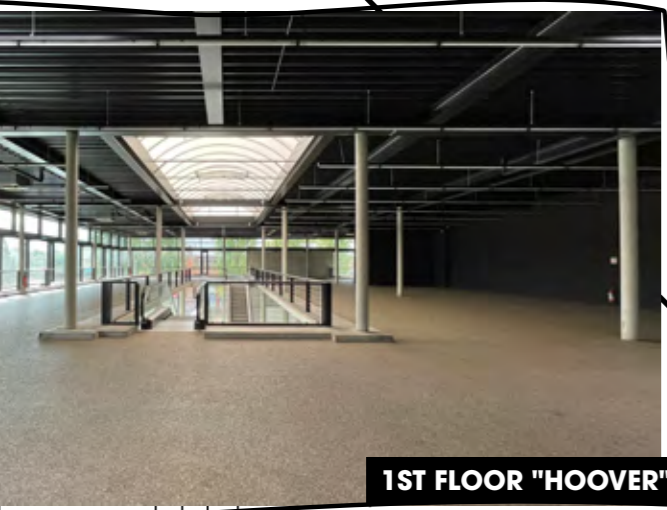




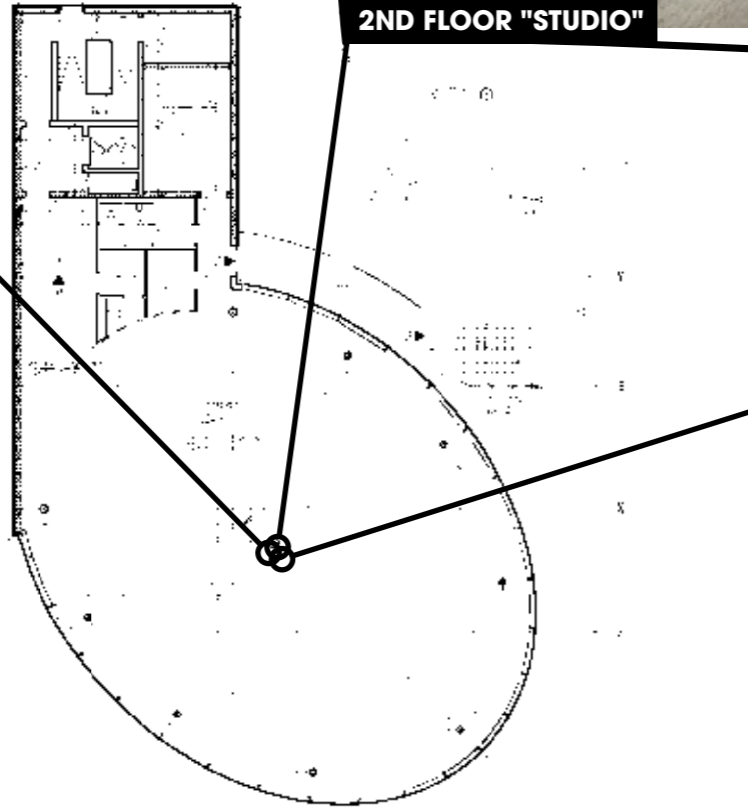
1ST FLOOR "HOOVER"



2ND FLOOR "STUDIO"



1ST FLOOR "HOOVER"



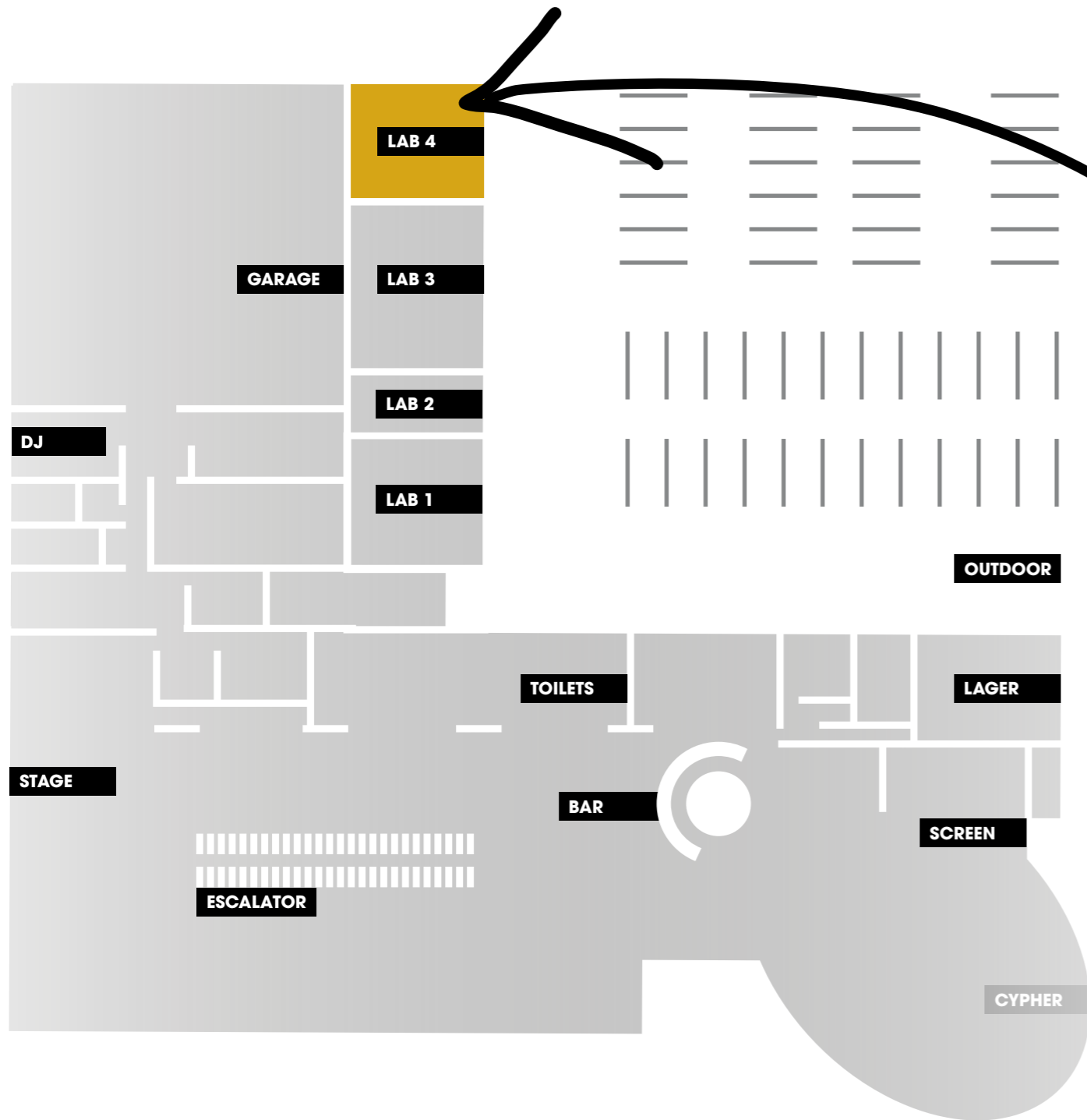
2ND FLOOR "STUDIO"

1ST | 2ND FLOOR

PROFESSIONAL SERVICES

Our dedicated event planning team will work closely with you to ensure **EVERY DETAIL** is flawless. From audio-visual setups to entertainment options, we've got your back.






GROUND FLOOR



INHOUSE PRODUCTION

AUTHENTIC, PROGRESSIVE AND APPROACHABLE

Abram Culture GmbH offers with the HQforty4 venue and the hosting of various **CONCERTS AND EVENTS** in Germany and abroad:

An extraordinary **event location** situated in the  of Berlin, serving as a cultural platform that brings artists and fans together, providing an ideal setting for all types of corporate events.

Strengthening of **corporate image** within a culturally appealing context that resonates with a wider audience.

Featuring of top-tier artists delivers companies compelling **advertising opportunities** with international reach.

HQforty4 presents you with the unique chance to extend your **network** into creative circles and foster valuable synergies with one of the most relevant cultural scenes.

WIN-WIN BENEFITS

COMPANY CELEBRATIONS

Whether year-end parties, anniversary celebrations, or summer festivals – HQforty4 offers an ideal and versatile space to cherish your company's success and motivate employees.

FAIRS AND MORE

Thanks to its spaciousness, HQforty4 is excellently suited for corporate trade fairs, product demonstrations, or industry-specific exhibitions.

CONFERENCES

With its unique compelling and attractive architecture, HQforty4 serves as an exciting venue for professional conferences, workshops, and training sessions.

TEAMBUILDING

The cultural and musical backdrop of HQforty4 creates a unique atmosphere for inspiring team activities. We are happy to support, for example, graffiti, fashion, and DJ courses, among many others.

The partnership with Abram Culture GmbH offers a **unique bridge** to contemporary culture with the HQforty4 as an outstanding venue.

The unique ambiance and creative vibe provide an **exciting backdrop** for a widerange of events and activation measures in a prime location!

- : Advertising, photo, and video shootings
- : Press conferences and panel discussions
- : Interactive pop-up stores
- : Inspiring networking events
- : Virtual and augmented reality demonstrations
- : Expert talks and masterclasses
- : Catered dinners

IN DIRECT VICINITY TO:

Amazon, Adidas, Nike, Puma, Universal Music, TikTok, Coca-Cola, Pinterest, Netflix, Zalando, Mercedes-Benz, Warner Music, Booking.com, Share Now, Miro, Wolt, Porsche, WeWork, Lux, and many more.



With its versatile usage possibilities,
HQforty4 presents itself as a **UNIQUE
EVENT VENUE** and cultural space.

HQforty4 is not just an exciting cultural project, but also an opportunity for your company to adopt elements of zeitgeist.

By fostering your contemporary and progressive image you are not only making yourself more appealing to young demographics but also sending out a strong signal to competition.

On top of enhancing your positioning this engagement is creating new social media content to stand out even more.

Your commitment to artists and cultural creators supports you the development of new ideas and helps to evolve existing ones.

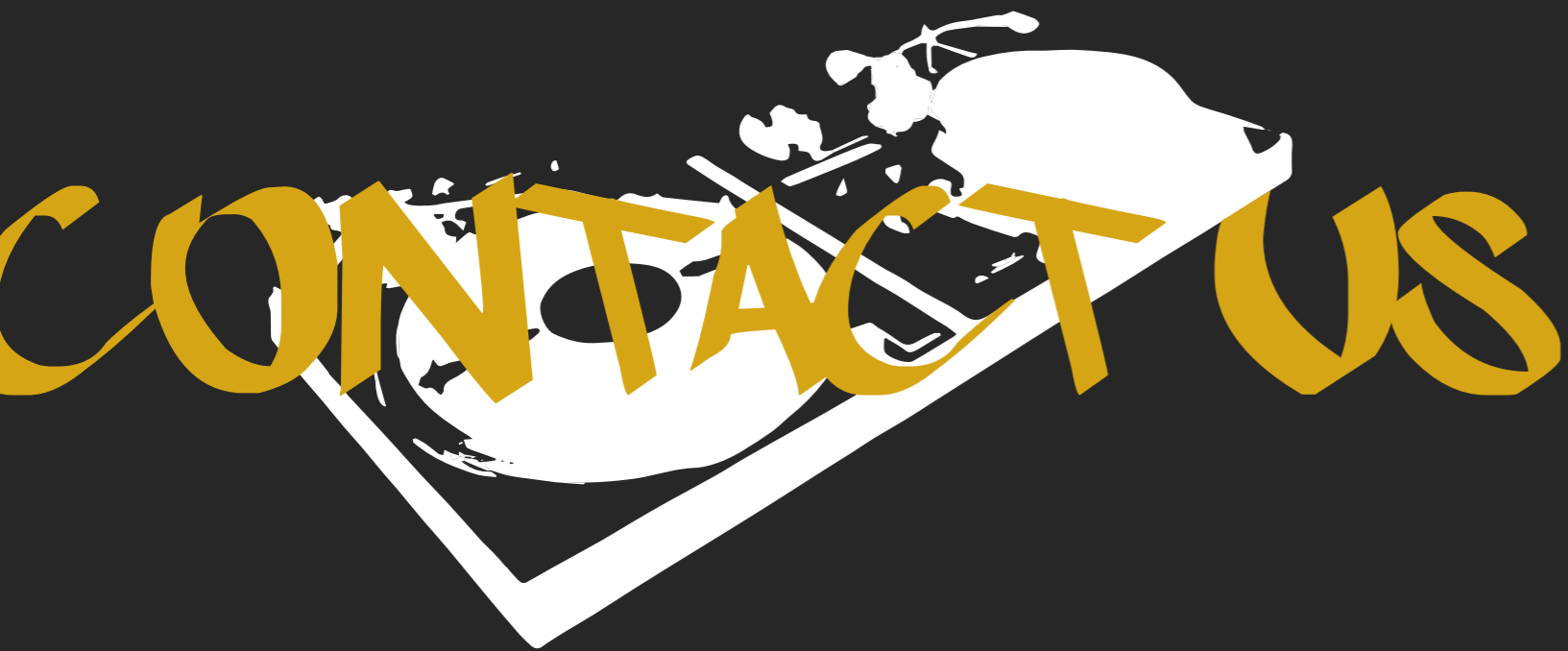
You gain access to target audiences and experts from various fields , which can **drive your business models forward.**

LET THE BEAT DROP

AT OUR VENUE!

Ready to host the most talked-about office party or off-site event in Friedrichshain? Contact us today to get a tour of this impressive architecture and experience the thrill of Berlin's new Hip-Hop headquarters.

Get ready to party like never before!



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HQ
FORTY4
THE HIP-HOP
HEADQUARTERS

HQforty4

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