

EDITORIAL

ONCE UPON A TIME IN BERLIN

NO, THIS IS NOT A FAIRYTALE BOOK. IT'S STILL A MAGAZINE, BASED ON REALITY. ALTHOUGH IN SOME WAYS THE DIFFERENCES BETWEEN A FAIRYTALE AND A VALEUR REPORT AREN'T THAT BIG, BECAUSE EXCITING STORIES AND INTERESTING PEOPLE ALSO PLAY A MAJOR ROLE FOR US.

AROUND THE WORLD, WE CAN COME ACROSS EXCITING, FASCINATING, FRIGHTENING, SAD, FUNNY AND AUTHENTIC STORIES. STORIES TOLD BY PEOPLE, WHO KNOW THE VALUES OF THEIR HOME PLACE BETTER THAN ANYBODY ELSE AND WHO GIVE US A BETTER UNDERSTANDING OF THE ONE WORLD WE ALL SHARE.

IT IS ALWAYS WORTH LEARNING MORE ABOUT PEOPLE, THEIR HISTORY AND TRADITIONS, ART, CULTURE, PASSIONS - THEIR LIFE AND THEIR VALUES.

IN THE DAILY NEWS, CONFLICTS AND BAD NEWS ARE ALWAYS DOMINATING. HOWEVER, WE ARE SURE THAT WE ARE ALL MORE UNITED THAN WE ARE DIVIDED. THAT'S WHY WE, THE VALEUR GUIDES. HAVE JOINED FORCES TO MEET IMPRESSIVE PERSONALITIES AROUND THE WORLD.





THE VISION SHOWING THAT WE ALL SHARE THE SAME HOME, ONE WORLD, THAT IS SO BEAUTIFUL YET SO FRAGILE.

THE MISSION EXPLORING, APPRECIATING AND PRESERVING THE WORLD'S **DIVERSE VALUES.**





WHICH LEADS US EVERY MONTH FOR 7 DAYS EACH TO A SPECIAL PLACE AROUND THE GLOBE.

THEREFORE, YOU ARE INVITED TO JOIN THE ONE WORLD DISCOVERY.

LET'S START IN A CITY, THAT IS THE SYMBOL OF DIVERSITY, UNITIY AND FREEDOM: BERLIN.

JUST LIKE US. COMING FROM DIFFERENT CITIES AND COUNTIES, LOTS OF PEOPLE FROM ALL AROUND THE WORLD ARE DRAWN TO BERLIN.

EVERY CITY HAS ITS PROBLEMS, BUT THE FASCINATING PART IS, THAT HERE, ALL PEOPLE, NO MATTER THEIR RELIGION, CULTURE OR ORIGIN LIVE IN PEACE, SIDE BY SIDE. FOR HUNDREDS OF YEARS, A LARGE DIVERSITY OF PEOPLE HAS BEEN INSPIRING EACH OTHER TO GREAT THINGS.

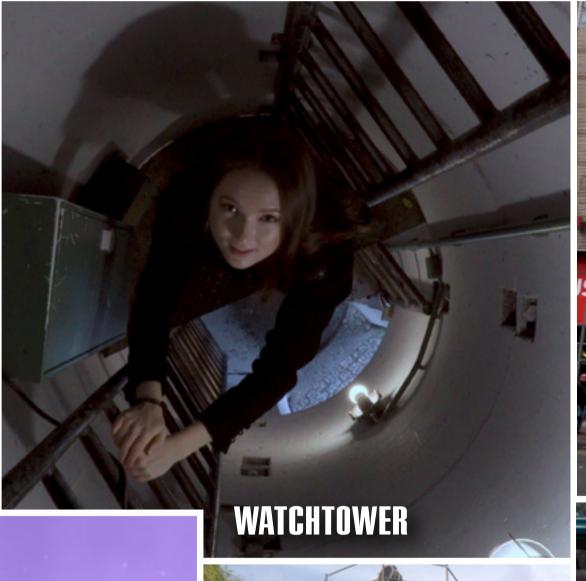
THIS MAKES BERLIN A PERFECT PLACE TO START THE

ONE WORLD DISCOVERY.

OF COURSE, 7 DAYS ARE NOT ENOUGH TO GET TO KNOW THIS CITY IN DETAIL, BECAUSE OF ITS COMPLEX HISTORY. BUT WE CAN POINT OUT SOME THINGS THAT MAKE BERLIN UNIQUE.

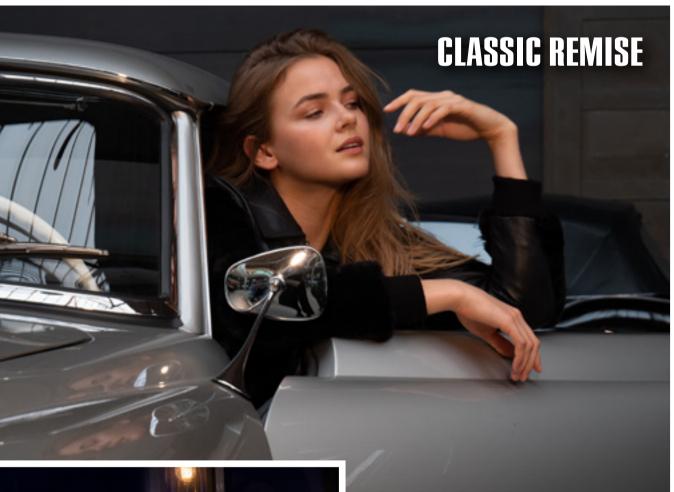


GRAND HYATT BRUNCH













SOLAR



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BUT THE HOTEL IS PREPARED

TO ENSURE THAT WE START

OF OUR BERLIN
DISCOVERY ON TIME.













WHILE ANNA'S CAREFREENESS

AND CHEERFULNESS CHARMED THE PEOPLE OF ARENDELLE, ELSA HAD TO

BUT WHEN DISASTER STRIKES, ANNA PROVES THAT SHE CAN ACT JUST AS

JOURNEY THAT TAKES THEM NOT ONLY INTO THE DEPTHS OF THE

ENCHANTED FOREST BUT ALSO FAR BACK INTO THEIR FAMILY HISTORY. PETER DEL VECHO BY FAR EXCEEDS THE OSCAR-WIN-NING FIRST PART WITH FROZEN II.

HE SHOWS US NEW CHARACTERS AND ENTIRELY NEW WORLDS.















OLAF'S WIT. ANNA'S HEART AND ELSA'S STRENGTH CREATE A SPIRIT THAT

IS APPROPRIATE NOT ONLY FOR THE CURRENT CRISIS,
AT WHICH THE FILM MAKES OUR MANDATORY
BREAK A BIT MORE PLEASANT.

FROZEN II ISN'T JUST A FILM WHICH IS GOOD AS A PASTIME. REGARDLESS OUR AGE OR ORIGIN, AS LONG AS OUR HEARTS AND MINDS ARE OPEN, FROZEN II INSPIRES US TO LISTEN MORE CAREFULLY TO ITS DEEPER MESSAGE. THE FILM REMINDS US THAT WE SHOULD THREAT OUR WORLD WITH MORE RESPECT, AND THAT WE SHOULDN'T LOSE CONTACT TO IT BEFORE IT'S TOO LATE.

THUS, FROZEN II IT'S A PURE

FEEL-GOOD FILM AND ONE OF THE ABSOLUTE DVD AND BLUE-RAY HIGHLIGHTS THIS YEAR.

THEREFORE, WE GIVE THE "MUST-HAVE-SEEN", A





MORE THAN 200 OF THESE AND SIMILAR TOWERS USED TO STAND ALONG THE BERLIN BORDER. BUT, OF COURSE, IN NOVEMBER 1989, THE EAST AND WEST BERLINERS WERE EAGER TO GET RID OF THE WALL SO THAT IT COULD NEVER AGAIN DIVIDE THE CITY AND THE COUNTRY. HOWEVER, THIS LED TO THE FACT THAT NOWADAYS THERE ARE HARDLY ANY REMAINS FROM THIS PHASE, WHICH WAS



SO IMPORTANT FOR BERLIN.

IT'S POSSIBLE TO FIND REAL PARTS OF THE WALL IN NIEDERKIRCHNERSTRASSE, JUST AROUND THE CORNER. OTHERS CAN BE SEEN IN WEDDING ON GRENZSTRASSE AND, OF COURSE, AT THE "BERLIN WALL" MEMORIAL. BUT ALL THE OTHER RELICS OF THE WALL WERE DESTROYED DURING THE YEARS. THEREFORE, IT IS ESSENTIAL TO PRESERVE THESE RARE HISTORICAL SITES, SUCH AS THE WATCHTOWER.



WE CAN EVEN CLIMB THE TOWER AND GET AN IMPRESSION OF HOW THE SOLDIERS HAD

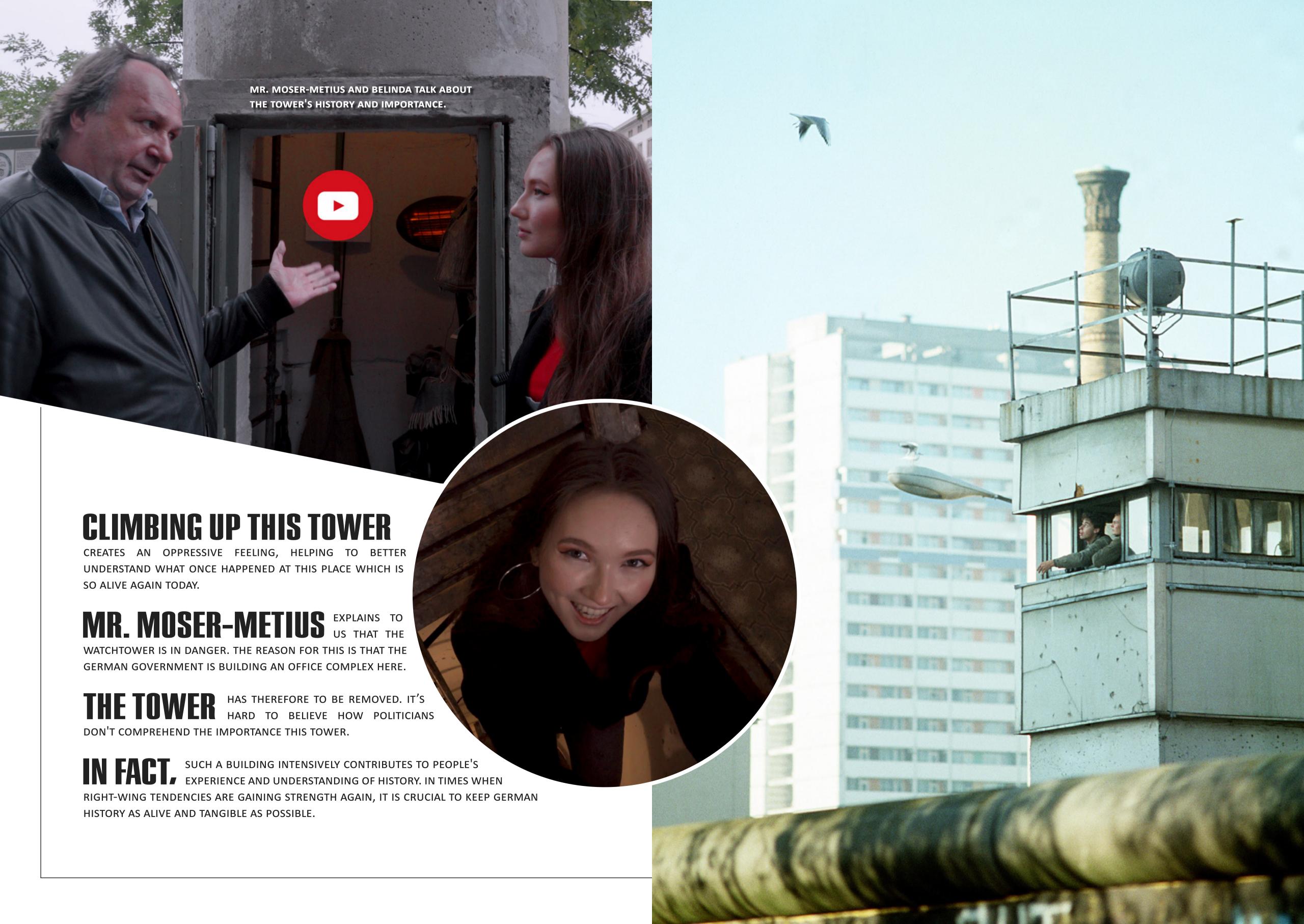
FOR FUTURE GENERATIONS. HE EXPLAINS TO US HOW MANY OF THE SOLDIERS HOPED EVERY DAY THAT NO ONE WOULD HAVE THE COURAGE TO ESCAPE - SO THEY DIDN'T HAVE TO SHOOT AT THEIR COMPATRIOTS.

















AND MEDIATING THE AUDIO-VISUAL HERITAGE OF THE GERMAN MOVIE. FURTHERMORE, THE HOUSE KEEPS A FILM ARCHIVE WHICH INCLUDES COPIES OF MORE THAN 26,500 FILMS THAT CAN BE WATCHED

OF COURSE, EVERYTHING IS ABOUT FILM AND IN HERE. IF EXHIBITIONS AREN'T ONLY VERY INFORMATIVE BUT ALSO OF COURSE, EVERYTHING IS ABOUT FILM AND TV HERE. THUS, THE





IF YOU NOWADAYS ASK PEOPLE ABOUT MARLENE DIETRICH, MOST REMEMBER HER AS A SINGER. BUT MARLENE DIETRICH WAS MUCH MORE THAN THIS.

FIRST OF ALL MARLENE WAS A BERLINER. SHE WAS BORN IN BERLIN SCHOENEBERG ON THE 27TH OF DECEMBER IN 1901.

SECONDLY SHE WAS AN OUTSTANDING ACTRESS.
HER BREAKTHROUGH CAME WITH

"THE BLUE ANGEL". IN THIS MOVIE FROM 1930,

SHE IMPRESSED THE AUDIENCE AS LOLA-LOLA. AFTER

YEARS WITHOUT SUCCESS, MANY REJECTIONS -E.G. FROM MAX REINHARDT* -

AND JUST SMALL ROLES, "THE BLUE ANGEL" BROUGHT HER NOT ONLY INTERNATIONAL ACCLAIM BUT ALSO A CONTRACT WITH PARAMOUNT PICTURES IN HOLLYWOOD.

THE FILM SCORE - "FALLING IN LOVE AGAIN (CAN'T HELP IT)" LAID THE FOUNDATION STONE FOR HER CAREER AS A SINGER. IN GERMAN THE SONG IS CALLED: "ICH BIN VON KOPF BIS FUSS AUF LIEBE EINGESTELLT" (I AM, FROM HEAD TO TOE, READY FOR LOVE).

IN THE 30S OF THE LAST CENTURY, "THE DIETRICH" — AS SHE WAS OFTEN CALLED - STARRED IN MOVIES SUCH AS MOROCCO, SHANGHAI EXPRESS, AND DESIRE. SHE BECAME AN INFLUENTIAL CHARACTER AND FEMINIST.

IN "MOROCCO" (1930) SHE PERFORMS A SONG DRESSED IN A MAN'S WHITE TIE WHILE KISSING ANOTHER WOMAN. THIS WAS EXTREMELY PROVOCATIVE FOR THE TIME. IN THIS WAY, MARLENE BECAME PART OF THE

WOMEN'S EMANCIPATION

MOVEMENT AND MADE IT SOCIALLY ACCEPTABLE FOR WOMEN TO WEAR MEN'S CLOTHES.

BECAUSE OF HER GLAMOROUS PERSONA AND HER UNIQUE LOOK,

SHE BECAME NOT ONLY ONE OF THE HIGHEST-PAID ACTRESSES OF

SHE PERMANENTLY INFLUENCED THE FASHION SCENE AND ALSO INSPIRED OTHER SUPERSTARS LIKE MADONNA OR DAVID BOWIE.

THAT TIME BUT ALSO A STYLE-ICON UNTIL OUR DAYS.







MOST OF ALL, MARLENE DIETRICH WAS AN

OUTSTANDING WOMAN,

WHO CONSTANTLY REINVENTED HERSELF WHILE STAYING TRUE TO HERSELF AT THE SAME TIME. HOWEVER, HER GREATEST MERIT IS CERTAINLY

HER SINCERITY.

AS SHE WAS ALREADY A STAR IN HOLLYWOOD, JOSEPH GOEBBELS, ONE OF HITLER'S CLOSEST ASSOCIATES, OFFERED HER VERY LUCRATIVE ROLES IN GERMANY. BUT

SHE HATED THE NAZI REGIME,

U.S. CITIZENSHIP IN 1937.



SHE ENDURED HOW HER GERMAN FANS DESPISED HER FOR THAT AND THAT THEY

CONSIDERED HER A TRAITOR.

HARD TO IMAGINE IN TIMES, WHEN INTERNET PROFILES AREN'T ASSESSED BASED ON QUALITY AND CONTENT, BUT ONLY IN REGARDS OF THE NUMBER OF FOLLOWERS.

MARLENE THOUGHT AND ACTED DIFFERENTLY. SHE WAS ONLY INTERESTED IN BEING

AUTHENTIC AND STAYING TRUE TO HER OWN BELIEFS.

MARLENE DIETRICH WAS KNOWN FOR HER STRONG

HUMANITARIAN EFFORTS DURING THE WORLD WAR. SHE HOUSED

GERMAN AND FRENCH EXILES AND PROVIDED FINANCIAL SUPPORT TO THEM.

SHE WAS ALSO VERY ACTIVE IN SUPPORTING THE US AMERICAN

TROOPS. SO, SHE WENT DIRECTLY TO THE GERMAN FRONT TO HELP THE GI'S THERE WHEREVER SHE COULD.

SOMEDAY, DURING THE INVASION AND CLOSE TO THE END OF THE WAR, SHE WAS ALMOST CAUGHT BY THE GERMAN WEHRMACHT. LUCKILY,

SHE COULD ESCAPE. BUT WHEN SHE WAS RECOGNIZED AMONG THE AMERICAN SOLDIERS BY GERMAN CIVILIANS, SHE WAS WARMLY WELCOMED WITH CAKE AND COFFEE BY THEM.

SHE RECEIVED SEVERAL HONORS

FOR HER WORK ON IMPROVING MORALE ON THE FRONT LINES. IN 1947 SHE RECEIVED THE MEDAL OF FREEDOM FROM THE USA AND SHE WAS AWARDED THE LÉGION D'HONNEUR BY THE FRENCH GOVERNMENT.

MOREOVER, SHE WAS TITLED AS THE

GREATEST FEMALE STAR OF HOLLYWOOD CINEMA BY THE AMERICAN FILM INSTITUTE IN 1999.





MARLENE WAS ON TOUR AS A SINGER FOR YEARS. HER PATH ALSO LED HER TO ISRAEL. BECAUSE OF THE POLITICAL

TENSIONS CAUSED BY THE WAR, HER MANAGER FORBADE HER TO PERFORM GERMAN SONGS THERE. **BUT SHE REPLIED:**

"I WILL NOT SING ONE GERMAN SONG, BUT NINE".

AT FIRST, THE AUDIENCE WAS SHOCKED, BUT SOON THEY STARTED TO APPLAUD FRENETICALLY BECAUSE

OF HER COURAGE, SINCERITY, AND AUTHENTICITY.

IT WAS A DIFFERENT PICTURE IN GERMANY BECAUSE STILL, PEOPLE COULD NOT ACCEPT THAT SHE WAS FIGHTING AGAINST HER OWN COUNTRY. SO, SHE SPENT THE LAST YEARS OF HER LIFE IN PARIS, COMPLETELY SEALED OFF FROM THE OUTER WORLD.

BUT AFTER THE FALL OF

THE WALL MARLENE DIETRICH DECLARED IN HER WILL THAT SHE WAN-

TED TO BE BURIED IN HER BIRTHPLACE BERLIN, NEAR HER FAMILY. MARLENE DIED ON THE 6TH OF MAY IN 1992.







TEN DAYS LATER HER BODY WAS FLOWN TO

TO FULFILL HER WISH. THE COFFIN WAS DRAPED WITH AN AMERICAN FLAG TO EMPHASIZE HER STATUS AS AN AMERICAN. WHEN HER COFFIN WAS DRIVEN THROUGH BERLIN,

FLOWERS AT IT TO HONOR HER. DIETRICH WAS BURIED IN THE MUNICIPAL CEMETERY III IN SCHOENEBERG, NEAR THE GRAVE OF HER MOTHER JOSEFINE VON LOSCH AND NEAR THE HOUSE WHERE SHE WAS BORN.

FINALLY, ON NOVEMBER 8, 1997, THE CENTRAL

MARLENE-DIETRICH-

PLATZ WAS INAUGURATED IN BERLIN IN HONOR OF THE GREAT ACTRESS. THE COMME-MORATION PLAGUE READS (SEE LEFT):

"BERLIN WORLD STAR OF FILM AND SONG. DEDICATION TO FREEDOM AND DEMOCRACY, TO BERLIN AND GERMANY".

A LARGE PART OF DIETRICH'S ESTATE WAS SOLD BY HER OWN DAUGHTER TO THE STIFTUNG DEUTSCHE KINEMATHEK IN 1993.

THE COLLECTION COMPRISES

OVER 3,000 TEXTILE OBJECTS FROM THE 1920S TO THE 1990S. IT INCLUDES FILM AND STAGE COSTUMES AND MORE THAN A THOUSAND PIECES FROM DIETRICH'S PERSONAL WARDROBE. IT ALSO INCLUDES 15,000 PHO-TOGRAPHS, FILM POSTERS, AND 300,000 DOCUMENTS, INCLUDING CORRESPONDENCE WITH VERY FAMOUS ACTORS, POLITICIANS, AND WRITERS.

MARLENE DIETRICH WAS AN EXCEPTIONAL WOMAN. SHE SHOULDN'T BE FORGOTTEN LIKE MANY OTHER GREAT HEROINES OF EVERYDAY LIFE. THEREFORE,

THIS ISSUE IS DEDICATED

TO A BRAVE, IMPRESSIVE AND COURAGEOUS PERSON WHO SHOWED US HOW IMPORTANT IT IS TO ALWAYS REMAIN TRUE TO YOURSELF.





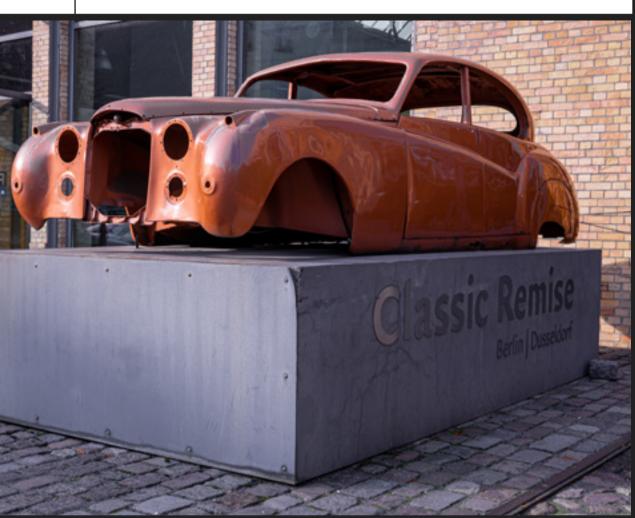


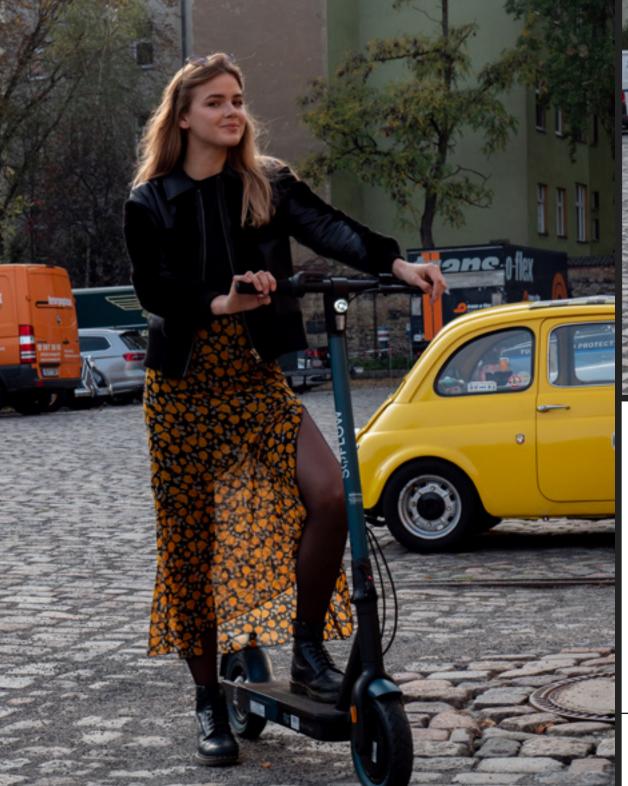




WAS DAMAGED DURING THE WAR.
THE SPOTS WHERE THE BUILDING WAS
HIT BY FIREBOMBS

CAN STILL BE SEEN ON THE CEILING.







AFTER THE TRAM SYSTEM - IN WHAT WAS THEN WEST BERLIN - WAS ABANDONED IN THE 1960S, THE DEPOT SERVED NO PURPOSE AND WAS IN A STATE OF DECAY UNTIL THE CURRENT OWNERS BOUGHT IT IN 2002. THEY BEGAN TO CONVERT IT INTO A

CLASSIC CAR CENTER.















































































