

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.

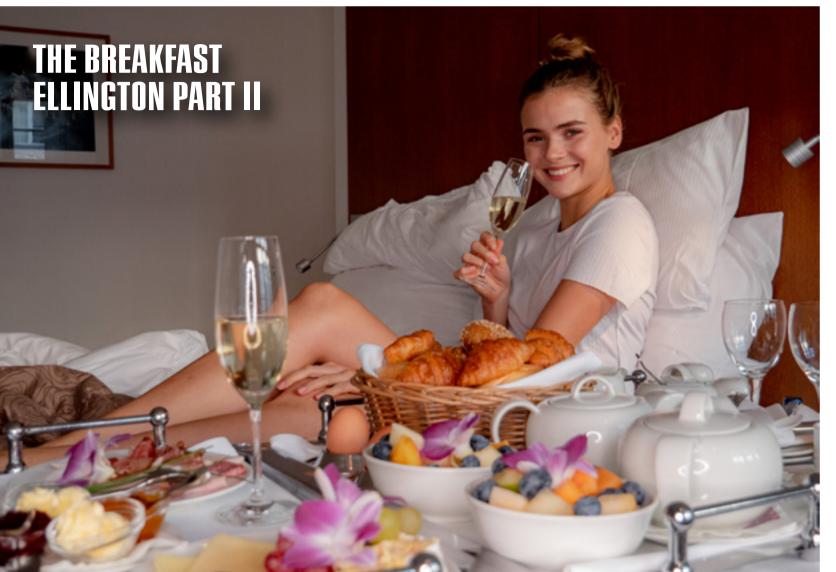
THIS MAKES BERLIN A PERFECT PLACE TO START THE

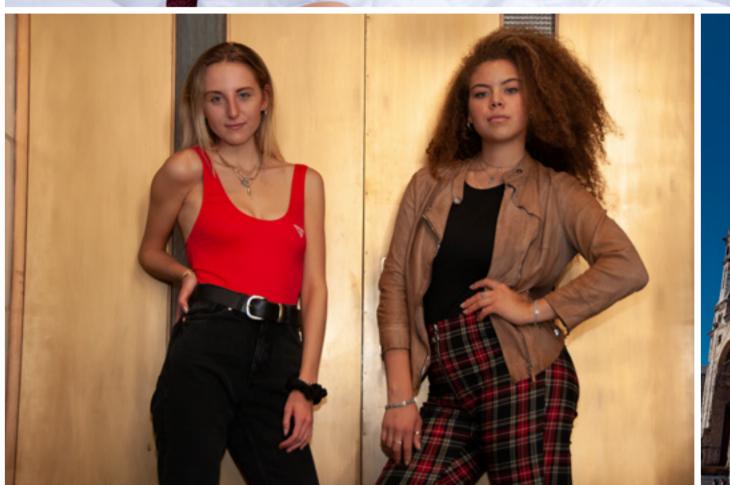
ONE WORLD DISCOVERY.

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.

















DAY 7 FEEL THE PULSE OF BERLIN

6 | 1ST STOP: THE AWAKENING

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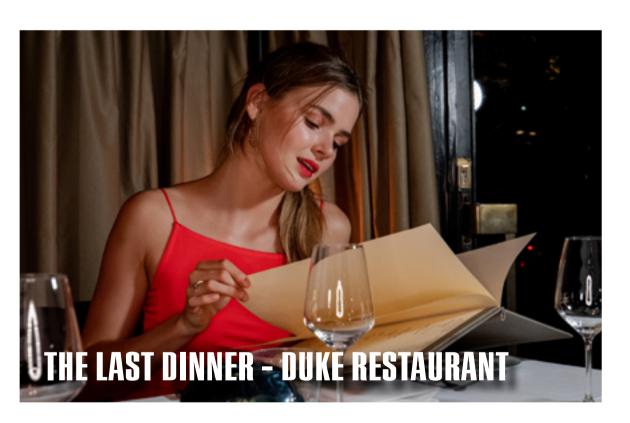
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MASTHEAD

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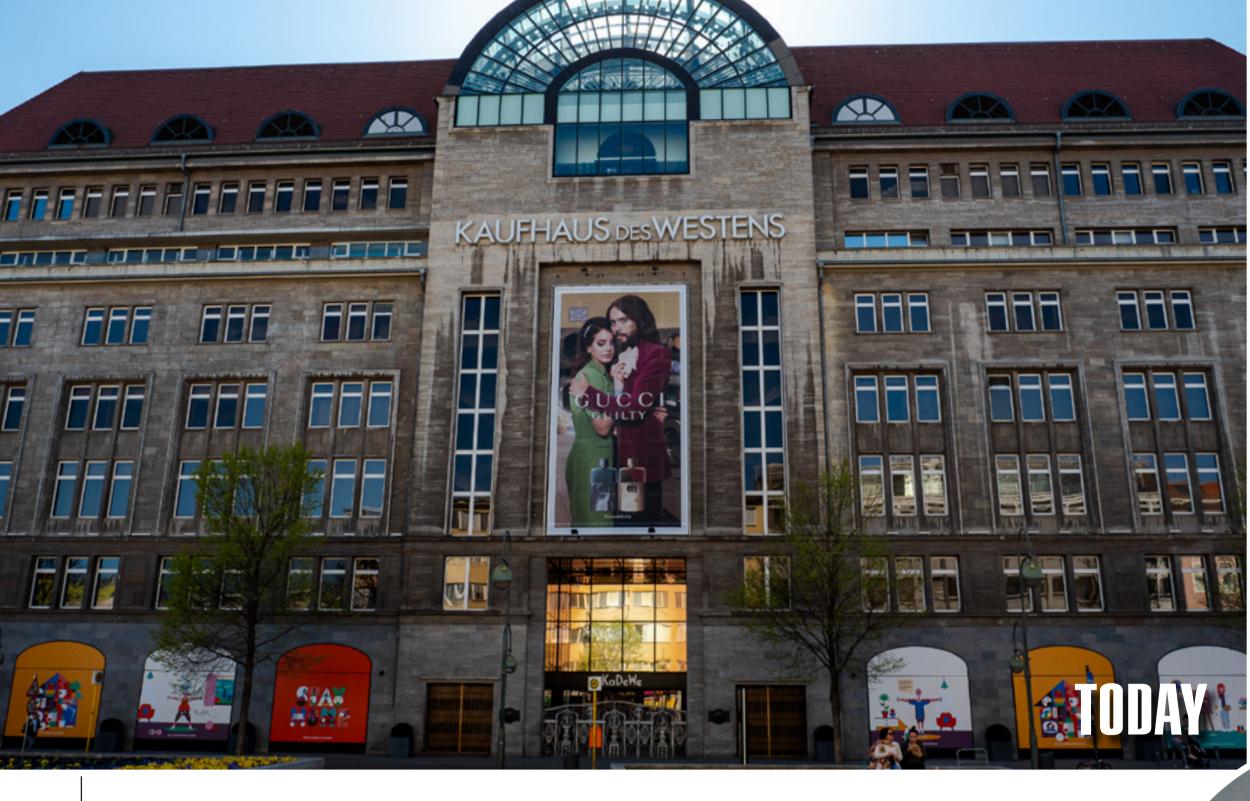








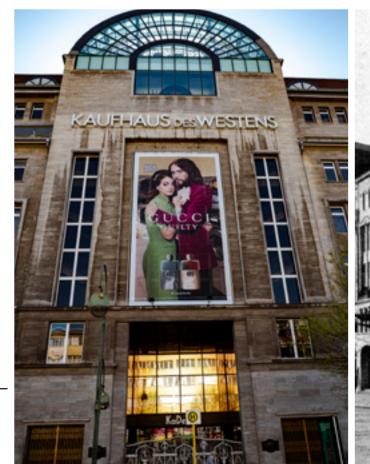




THE AREA IS STILL NOBLE TO THIS DAY SINCE THE CHANCELLOR OF 1882,
OTTO VON BISMARCK, WHO WAS ALSO RESPONSIBLE FOR THE FOUNDING OF THE GERMAN EMPIRE, ENSURED THAT A REPRESENTATIVE BOULEVARD WAS CREATED INSPIRED BY MODELS SUCH AS THE AVENUE DES CHAMPS-ÉLYSÉES,

WHICH WAS TO REFLECT THE SPLENDOR OF THE IMPERIAL CAPITAL. AN IMPRESSIVE MIX OF

CAFÉS, THEATRES, RESTAURANTS, BARS AND OF COURSE SHOPPING FACILITIES OF COURSE, QUICKLY DEVELOPED HERE. THIS WAS CRESTED BY THE OPENING OF THE KADEWE, THE DEPARTMENT STORE OF THE WEST, IN 1907, WHICH IS STILL LOCATED IN THE SAME PLACE TODAY. NOT ONLY HIGH-QUALITY BRANDS SUCH AS AGENT PROVOCATEUR, ALEXANDER MCQUEEN, BURBERRY, CALVIN KLEIN AND HUNDREDS OF OTHERS CAN BE FOUND HERE, BUT ALSO THE SECOND LARGEST FOOD DEPARTMENT OF A SHOPPING CENTER WORLDWIDE.

























THE ZOO PALAST, LIKE MOST OF THE EUROPEAN CINEMAS, IS CLOSED BECAUSE OF COVID-19 AT THE MOMENT. BUT MANY BERLIN THEATERS SHOW QUOTES FROM POPULAR FILMS ON THEIR DOORS.

THE TEAM OF THE ZOO PALAST HAS CHOSEN THIS FAMOUS AND VERY FITTING SENTENCE FROM ARNOLD SCHWARZENEGGER'S CAREER AND HIS MOVIE TERMINATOR.

ZOO PALAST. IN THIS MOVIE THEATER, FILMS HAVE BEEN PRESENTED FOR 105 YEARS NOW. IN 1927 THE WORLD FAMOUS CLASSIC "METROPOLIS" BY FRITZ LANG WAS PREMIERED HERE.

EVEN IF IT WAS MAINLY

INSPIRED BY NEW YORK, ASSUMED THAT LANG'S EXPERIENCES IN BERLIN WERE CER-

ALSO INCORPORATED IN THIS MASTERPIECE. YOU CAN LEARN MORE ABOUT HIM AND OTHER IMPORTANT MOVIE MAKERS AND ARTISTS

IN THE FILM MUSEUM. THAT WE HAVE VISITED DAY 2.

































ZOOS ARE A NATURALLY CONTROVERSIAL TOPIC.

IT'S EASY TO BE PULLED TO ONE SIDE COMPLETELY, BY EITHER JUST THINKING OF TORTURED ELEFANTS AND ANIMALS IN TINY CAGES, OR BY COMPLETELY IGNORING THE POTENTIAL WRONGDOING OF SOME ZOOS.

SADLY, MANY ANIMALS ARE STILL HELD IN COMPLETELY UNWORTHY ON DITTIONS AND EXPLOITED FOR HUMAN CONSUMPTION

CONDITIONS AND EXPLOITED FOR HUMAN CONSUMPTION OR ENTERTAINMENT. WHAT IS IMPORTANT IS TO HAVE A CRITICAL LOOK AT EACH FACILITY AND TO THEN REALIZE HOW BIG THE DIFFERENCES CAN BE. THE ZOO BERLIN IS A GREAT EXAMPLE FOR A MODERN AND PROGRESSIVE ZOO, THAT FOCUSSES ON SUSTAINABLE

CONSERVATION OF SPECIES.

































THE MONEY IS NOT SOLELY USED FOR THE PANDAS.

THE MAINTENANCE OF THE FACILITY OR THE ANIMALS THEMSELVES BUT IT CAN ALSO BE USED FOR RESEARCH. AND, SO, THE ZOO BERLIN IS A PERFECT EXAMPLE FOR HOW FACILITIES LIKE ZOOS CAN SET A POSITIVE EXAMPLE IN THE FIELD OF SUSTAINABLE AND EFFECTIVE PROTECTION OF ANIMAL SPECIES.











I AM DRAWN TO A PLACE THAT IS A SYMBOL TERROR 75 YEARS AGO, BUT ALSO LEFT BEHIND A GREAT INFLUENCE AND MANY TRACES IN THE CITY AND THROUGHOUT THE COUNTRY.







ESPECIALLY SINCE DIMITRIS IS AN EXCELLENT DRUMMER HIMSELF, HE HAD GOOD CONTACTS AND KNEW WHAT WAS IMPORTANT. NOT ONLY TO MAKE THE AUDIENCE HAPPY, BUT ALSO TO OFFER THE MUSICIANS AN AUTHENTIC AND INSPIRING PLATFORM.

BIG NAMES PERFORMED HERE. DESPITE THE SOMEWHAT REMOTE LOCATION, THE CLUB IS ALWAYS WELL VISITED. THERE ARE DAYS, OR RATHER NIGHTS, WHEN PEOPLE ENJOY THE REGULARLY CONCERTS EVEN THROUGH THE CLUB'S WINDOWS.



WITH ITS ADDRESS AT HAUPTSTRASSE 89
THE ZIG ZAG CLUB IS LOCATED IN THE SAME STREET WHERE DAVID BOWIE AND IGGY POP ONCE LIVED

MARLENE DIETRICH'S FINAL RESTING PLACE.

THE REMARKABLE THING IS
THAT THE GUESTS ARE BY NO MEANS

ONLY JAZZ FANS OR FROM ONE AGE GROUP. THE AUDIENCE IS MOTLEY AND RANGES FROM TEENAGERS TO 85-YEAR OLDS. THEY COME TOGETHER HERE TO ENJOY LIVE MUSIC.











































