

# HOUSE OF GAMES BERLIN

Central hub for the regional, national,  
and international games industry

Berlin, 2026



# VISION & USP

## **House of Games Berlin – The first point of contact and vibrant hub for the international games industry in Berlin**

- We bring together creative minds, technology, and culture under one roof to shape the future of game development and make Berlin the capital of games.
- The "House of Games" will offer more than 10,000 m<sup>2</sup> of space in a central location.



# OUR MISSION

We are putting Berlin in the spotlight as the number 1 games hub worldwide and making the House of Games a groundbreaking place for business, work, and development.



Berlin's Governing Mayor Kai Wegner and the Senator of Economic Affairs, Energy and Enterprises, Franziska Giffey, at the location reveal of the House of Games Berlin

Photo: Daniel Hinz

# TARGET AUDIENCES

## Central point of contact for:

- Indie to AAA studios, solo developers, and adjacent industry players
- Institutions, organizations, and associations
- Research and cultural projects related to games and esports
- Funding and investment providers
- Politics, as well as the press and media landscape
- The public through cultural events, exhibitions, educational programs, and much more



**Become a part of this unique project – as a tenant or partner!**

# AT THE HEART OF THE INDUSTRY

## ... and you fit right in!

- Modern **workspace** with access to essential technology and added-value services
  - Exclusive office spaces for companies with access to central institutions and services of the industry
  - Flexible co-working space, especially accessible for young and small companies
- **Community-building** for knowledge exchange, mutual growth, and collaboration
- **Visibility** for all tenants through the creation of a strong, international brand
- Connection to existing **funding opportunities**, as well as the development of new programs
- International hub for "Games Made in Germany," providing valuable **business contacts** and **networking opportunities**
- The House of Games will become a **meeting point** for industry experts, media, the general public, and tourism



# SYNERGIES

## Sustainability

Shared use of space strengthens the network, reduces costs, and is environmentally friendly.

## Synergies

Networking and knowledge transfer drive innovation and competitiveness within Berlin's games industry.

## Culture & Events

Space for institutions, exhibitors and industry events in order to provide a cultural program for the industry and the public.





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With a record funding amount at the state level of 4.6 million euros, Berlin-Brandenburg supported game development in the capital region in 2023. Games, esports, immersive technologies, and creative technologies are the areas of the creative economy that represent some of the largest economic factors for this region.

With the 'House of Games,' a place is being created in Berlin where business, science, education, culture, and the general public meet, showcasing the entire ecosystem surrounding the cultural asset of games.

Whether large or small companies, developer studios, co-working spaces, startups, cultural or educational institutions: The 'House of Games' in Berlin will be a magnet for national and international gaming enthusiasts – both in the B2B and B2C sectors.

**Jeannine Koch**

Chairwoman / CEO

medianet berlinbrandenburg e.V.



# DIVISION OF DUTIES

"Games industry meets the public sector!"

## Steering Committee

medianet  
berlinbrandenburg

Project Lead

game  
The German Games  
Industry Association

National  
Industry  
Representative

UBISOFT

Anchor Tenant



WISTA  
we get ideas done

Real Estate  
Operations

BERLIN



Funding &  
Support



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The House of Games Berlin is emerging as a unique hub with international appeal – helping to raise global awareness of Germany as an up-and-coming location for the games industry.

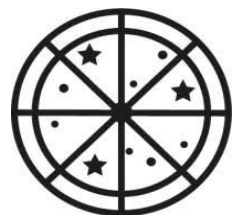
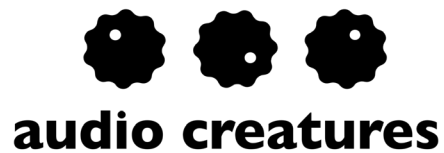
Through this project, we can collectively showcase the industry’s diversity, its cultural and economic strength, and its remarkable capacity for innovation.

**Felix Falk**

Managing Director

game – The German Games Industry Association

# SELECTION OF INTERESTED PARTIES



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The House of Games Berlin is a groundbreaking project for the German games industry. As a large international company, Ubisoft values a diverse environment to develop a location sustainably.

We need an ecosystem of large, medium, and small companies, a genuine digital game development culture. Regular informal exchange, shared use of infrastructure, and collaboration between industry, education, science, associations, youth protection, and service providers will make the House of Games Berlin a vibrant place.

For Berlin and Germany, this is a game changer and an important step toward joining the major international centers of game development in the future.

**Benedikt Grindel**

Zone Managing Director  
Ubisoft Production Studios





# The Property

## LUX Berlin

Rotherstraße 8-11, 10245 Berlin



Photo: Daniel Hinz

- Top location in Friedrichshain
- Close to S+U Warschauer Straße
- Rooms and spaces are being converted and extended for the industry's specific needs
- Exclusive courtyard for the community





# A SPACE FOR ALL YOUR NEEDS

- Flexible, scalable, and customizable offices
- Co-working space with flex desks and team offices
- Studios for streaming and podcasts
- Meeting and conference rooms, boardroom
- Spaces for entertainment, events and community
- Shared, exclusive outdoor areas
- Community kitchen and dinner area
- Workshop area
- Additionally, other shared spaces such as a gym, studios, user research area, and more are in planning

**High-quality equipment based on current New Work concepts**





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The ideal location for the House of Games Berlin has been found. Here on site, we have the perfect foundation for our vision: to create both an inspiring environment for the gaming companies moving in and a strong local community.

Its central location also allows us, as operators, to develop an innovation ecosystem in East Berlin and, in collaboration with Berlin’s future-oriented districts, across the entire city.

Drawing on our experience as site operators of innovation hubs—such as the Technology Park Adlershof—we will design spaces that give companies and talents exactly what they need: suitable infrastructure, strong networks, and opportunities for collaboration with science and tech partners.

**Roland Sillmann**

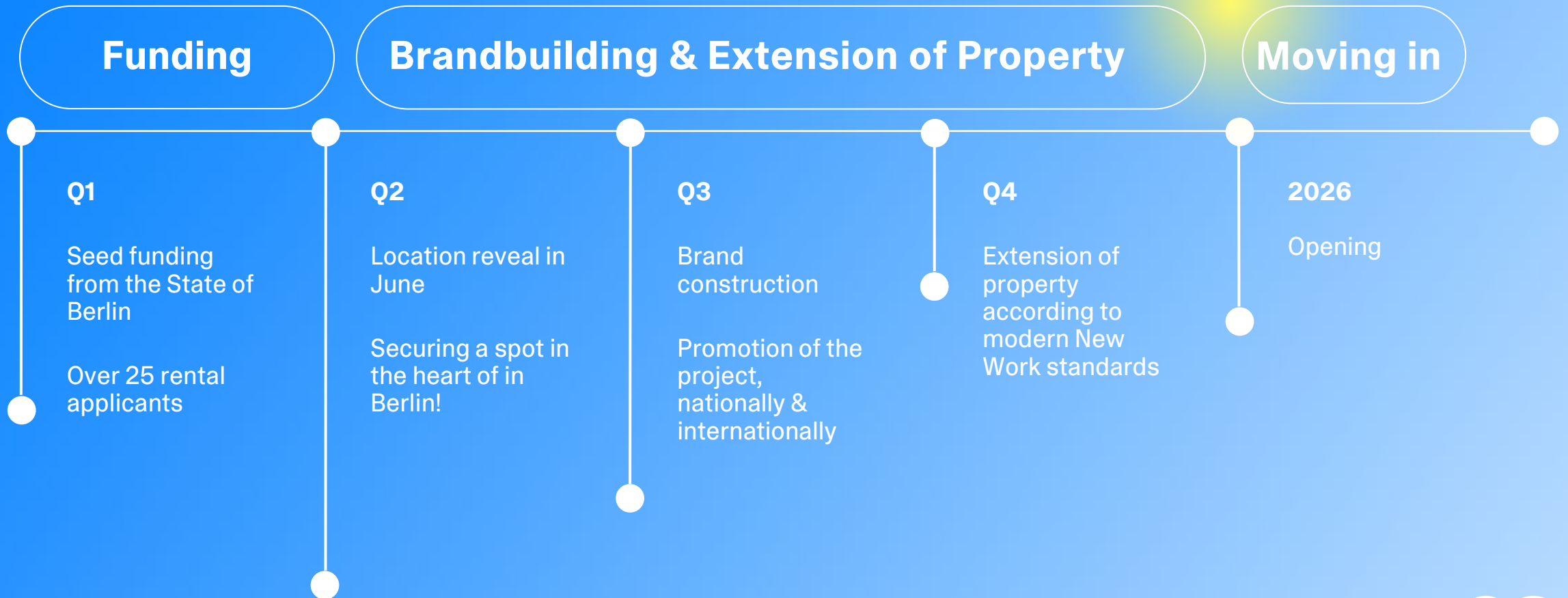
CEO

WISTA Management GmbH





# MILESTONES



# INTERESTED? JOIN THE PROJECT!



## We are open for:

### Rental applicants

- All company sizes
- Associations, institutions
- Freelancers

### Partners and sponsors for collaborations regarding:

- Projects
- Events
- Content

Exhibitions, gatherings and workshops

Learn more:

[house-of-games-berlin.com](https://house-of-games-berlin.com)



# QUESTIONS?

**Contact for interested parties, partnerships,  
questions and suggestions:**

**[info@house-of-games-berlin.com](mailto:info@house-of-games-berlin.com)**



# CONTACT

## About medianet

medianet berlinbrandenburg e.V. is a networking association for Creative Technologies, bringing together around 400 member companies from the media, creative, and digital industries. The resulting 2,000 multipliers are representatives of these sectors. Together with its network members, as well as stakeholders from politics, business, and academia, medianet fosters collaboration at eye level in the Berlin-Brandenburg metropolitan region—and beyond. It strengthens the region as an attractive place to work, acts as an initiator, supporter, and driving force, and connects stakeholders across disciplines on the shared path toward a digital future.

## Editorial

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