

HOUSE OF GAMES

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

Berlin, 2026



VISION & USP

House of Games – 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 10,000-15,000 m² 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.

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.



”

With a record funding amount at the state level of 5.3 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

”



With the House of Games, an international beacon for the German games industry is being created in Berlin. Supported by the state of Berlin, this unique campus for games will enable all tenants, from small indie developers to large publishers, to benefit from each other.

All companies and institutions in our industry are invited to be part of it, so that together we can make the great diversity and immense significance of our industry for culture, economy, and technology even more visible to all.

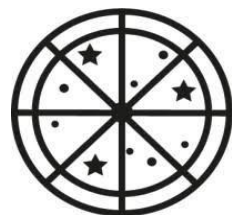
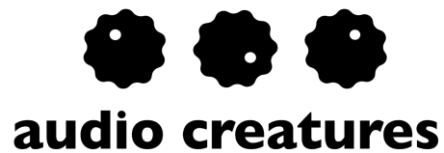
Felix Falk

Managing Director

game – The German Games Industry Association



SELECTION OF INTERESTED PARTIES



”



The House of Games 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 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



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





”

The House of Games provides companies with the ideal infrastructure – tailored to the needs of games companies. Personal encounters and exchanges with others are essential for fostering innovation and creativity, especially in the games industry. The versatile network of relevant players from the games and technology sectors is the core element of the House of Games in the heart of Berlin.

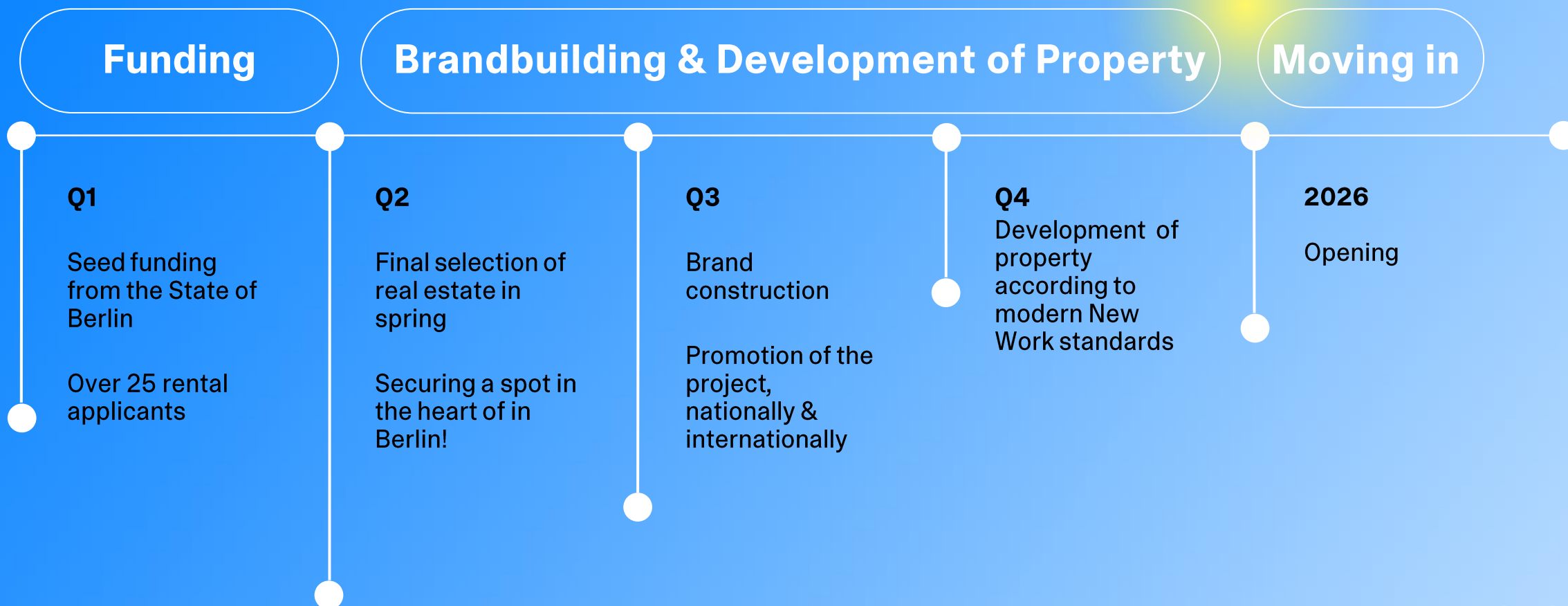
Roland Sillmann

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



QUESTIONS?



Anne Autenrieb

Project Lead
House of Games

autenrieb@medianet-bb.de



Florian Masuth

Head of medianet Games &
New Business

masuth@medianet-bb.de



CONTACT

About medianet

medianet berlinbrandenburg e.V. is a networking association for the media, creative, and digital industries with around 450 member companies. The resulting 2,000 multipliers form an important part of these industries. medianet, together with the network members, politics, business, and academia, creates a collaborative environment on an equal footing in the Berlin-Brandenburg metropolitan region and beyond state borders. It strengthens the locations as employment regions, serves as a source of inspiration, supporter, initiator, and connects players across disciplines on the shared path into the digital future.

Imprint

medianet berlinbrandenburg e.V.
Neuköllnische Allee 80 | 12057 Berlin
T. 030 2462 857 – 10 | F. 030 2462 857 – 19
info@medianet-bb.de | Web: www.medianet-bb.de

Registergericht: Amtsgericht Berlin-Charlottenburg
Registernummer: 210 86 Nz
Steuernummer: 27/672/51005

Aufsichtsratsvorsitzender: Boris Wasmuth
Vorstandsvorsitzende: Jeannine Koch



Kindly supported by

Der Regierende Bürgermeister
von Berlin
Senatskanzlei

BERLIN

