

PRESS RELEASE

www.palast.berlin | Friedrichstadt-Palast becomes first state theatre to switch to top-level domain .berlin

Berlin, 31 March 2015

The Palast is the first theatre in the state of Berlin to move to the top-level domain .berlin. In one fell swoop, it is also relaunching an extensively modernised website and rolling out a new, more user-friendly ticketing system.

'The new name is a virtual declaration of love for Berlin. It's concise, easy to remember and has a clear association with this highly attractive international travel destination,' explains theatre director Berndt Schmidt, adding: 'We believe in the traditional name – Friedrichstadt-Palast – in its full form. It is living history. But in everyday usage, like in earlier decades, it can be shortened.' From the end of the 1940s until well into the 1970s, if someone in Berlin said they were going to the Palast, they meant the Friedrichstadt-Palast. It wasn't until the Palace of the Republic (*Palast der Republik*) opened that the meaning shifted to this new Palast. 'Since this building, unfortunately, no longer exists, we are taking our old pet name back,' says Schmidt.

The length of the domain name is nearly halved, from 24 characters (friedrichstadt-palast.de) to 13 (palast.berlin). This is an advantage for outdoor advertising or when typing on a smartphone. 'Having a descriptive domain offers this fantastic Berlin institution the ideal basis for successful, international communication,' asserts Dirk Krischenowski, CEO of dotBERLIN.

As of today, the redesigned website is going live too. It features new content as well as technical and graphical elements, using opulent images to greater effect. Animations, transitions and an appealing content structure deliver information in a total of nine languages (English, German, French, Italian, Russian, Spanish, Dutch, Danish and Chinese). There is also a mobile version of the new website. Berlin-based agency die_schnittsteller was in charge of the design and implementation. CEO André Richter: 'The new look highlights the uniqueness of the Palast. To achieve this, we designed a fully responsive website that recreates the feel of the show even on the smallest devices such as tablets and smartphones.' The website changes depending on the end device, for an enhanced user experience. And there's good news for the environment – the Palast's web host is committed to green energy. Power for the data centres is generated from renewable energy sources, mainly Scandinavian hydropower.

The third pillar of the digital relaunch consists of switching to a new ticket booking system, bilettix. This complete, state-of-the-art, web-based ticketing software system has been individually customised for the specific requirements of the largest and most

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Friedrichstadt-Palast Berlin
Europe's Show Palace

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In the East End Theatre District

General Director:
Dr. Berndt Schmidt

Chairman of the Board:
State Secretary of Culture
Tim Renner



Owned by the
City of Berlin

contemporary Show Palace in Europe.

Around one-third of the 500,000 annual ticket sales are processed online via the website, and this figure is growing rapidly. Workflows and ticketing processes for the Palast's own ticket hotline +49 30 2326 2326 – which receives more than 110,000 calls every year – are being significantly simplified. The new booking system will launch with online sales for the children's show 'Keinschneechaos', which celebrates its reopening on 21 November. Tickets for the Grand Show THE WYLD can be ordered through the new ticket software for performances from January 2016 onwards. Ticket sales from now until December will be handled via the old software system to avoid any errors in transferring almost 50,000 pre-sold tickets between the systems.

THE WYLD is a runaway success. After less than half a year – the premiere was on 23 October – 360,000 tickets have been sold or reserved. This Grand Show, featuring over one hundred performers on the largest theatre stage in the world, will run until the summer of 2016.

Here's the link to the new website: www.palast.berlin

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