

## PRESS INFORMATION

# Friedrichstadt-Palast introduces #PalastFürAlle ticket to complement its berlinpass and charity offers

Berlin, 15 June 2017

No money for a holiday, new bike or leisure activities: after paying for all of the daily essentials, many people find themselves with nothing left for the occasional treat. From July, the Friedrichstadt-Palast will offer all those who cannot afford it otherwise the chance to see a show for just five euros. Based on the principle of trust, proof will not be required.

Those who feel that this could apply to them or someone they know are now able to register on [www.palast.berlin/fueralle](http://www.palast.berlin/fueralle) for up to four tickets per production.

Every month, the Palast will email the dates of the shows for which these special tickets are being made available. Inspired by 'Miniatur Wunderland' model railway in Hamburg that grants free admission on selected dates, no proof will be required to register or for admission.

"The #PalastFürAlle initiative is based on the principle of honesty. We choose to trust our guests when they say that they cannot afford tickets. We hope to enable people who would not be able to visit us otherwise for financial reasons to participate in cultural life in our city," explains General Director Dr. Berndt Schmidt. "Of course, we can only continue to offer these tickets in the long run if they are not abused, but rather used by those who really cannot afford the admission fees. These days, there are even families with two incomes and not on benefits that still barely have anything left over at the end of the month to treat the kids once in a while. These people often miss out on social activities and we want to change this."

While standard tickets for shows at the Palast cost from just €19.80, this is often already too much for quite a few people. The new initiative is not only intended for people living in Berlin – or Germany, for that matter.

We would moreover like to emphasise that this offer is not born from any need to support an ailing show. "THE ONE Grand Show is our most successful production to date. Between January and May 2017, the attendance rate was around 94 per cent. And in the first half of the year, ticket sales were far better than predicted. But 94 per cent is not 100 per cent and it is always better for everyone if seats do not remain

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Dr. Klaus Lederer  
Senator for Culture and Europe



The Friedrichstadt-Palast is owned by the City of Berlin.

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empty and we can make someone happy who could not afford to see the show otherwise." As a cultural establishment owned by the State of Berlin, the Palast wishes to enable access to culture for all – the #PalastFürAlle ticket is a good opportunity here.

The #PalastFürAlle ticket complements the existing range of discounts that Berlin's most visited theatre already grants for schoolchildren and students, apprentices, federal volunteers, visitors aged 65+, jobseekers, welfare recipients and disabled guests.

In the past year, more than 7,000 inhabitants of Berlin took advantage of the berlinpass for socially disadvantaged people offered by the Berlin Senate to come watch the Grand Show or a kids' show for the price of just three euros per ticket. Unlike some other theatres, the Palast does not require berlinpass holders to try their luck at the box office on the night of their chosen performance (and risk not being able to obtain any tickets). Instead, they are able to reserve their tickets weeks – and even months – in advance just like all other guests and to plan their night out well in advance. This helps make life far easier – it means single parents can organise child care, for instance.

A further 26,500 charity tickets were also made available to social facilities, children's homes, soup kitchens, clinics and hospices in 2016 for five euros per ticket.

The #PalastFürAlle tickets will initially be offered for a trial period from July to October 2017. The experiences gained will then be reviewed and the decision reached if and how to continue the initiative in November. Schmidt adds: "We would like to establish a long-term initiative and believe in the good in people. This is not quite as naive as it sounds."

Ticket registration:

[www.palast.berlin/fueralle](http://www.palast.berlin/fueralle)

Information on all discounts available at the Palast:

[www.palast.berlin/en/shows-tickets/discounts](http://www.palast.berlin/en/shows-tickets/discounts)

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