

# Am Tacheles



**Poliform**



# Am

HERZOG & DE MEURON

# Tacheles









YEAR

2025

LOCATION

Berlin, Germany

MASTERPLAN

Herzog & de Meuron

ARCHITECTS

Herzog & de Meuron (in collaboration with Aukett + Heese),  
Grüntuch-Ernst Architekten, Brandlhuber + Muck Petzet

PROJECT

AM TACHELES

DESCRIPTION

Envisioned within the masterplan by renowned Swiss architects Herzog & de Meuron, AM TACHELES stands as a distinctive urban development in the heart of Berlin-Mitte. The project respects the site's deep historical roots and cultural DNA while continuing to shape its evolving narrative. By introducing new residential and office buildings, the architectural firms involved are crafting a lively and accessible district that seamlessly integrates living, work, commerce, art, and culture at the core of the German capital.



“This is no reconstruction  
or simulation,  
but an interpretation  
of the historic footprint”.

















“Highest design standards,  
uncompromising quality and  
first class amenities and services  
in an urban environment.  
This is what living in  
AM TACHELES is about”.





























“AM TACHELES stood out due to the variety of individual units with distinct architectural languages – all within one cohesive project”.









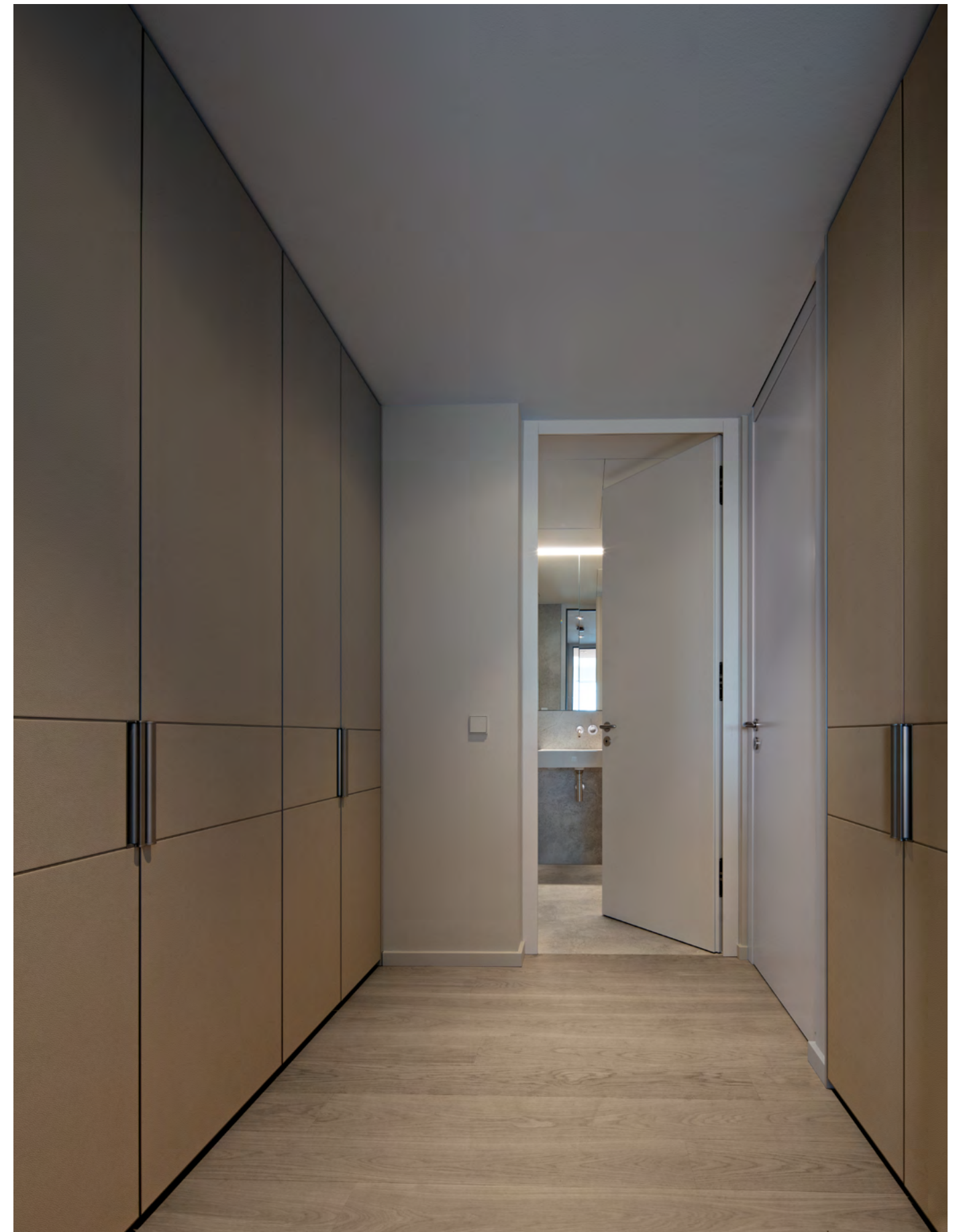








“Suites exemplify a contemporary interpretation of the townhouse typology within a dense and vibrant urban context”.

























“The large windows of the Suites AM TACHELES allow for spectacular views and a smooth transition between indoor and outdoor spaces”.





















There is no city quite like Berlin. Once wounded, then resiliently rebuilt, and now thriving, Berlin's rich history remains visible – from the scars of the Second World War to its division during the Cold War, and the momentous reunification in 1989. A hub for both culture and subculture, Berlin has long been a favoured destination for creatives. Today, the city stands out as one of the greenest metropolises in Europe – liberal, open-minded, and full of potential.

From an architectural perspective, the city's historical heritage has resulted in a built fabric shaped by a variety of influences. In recent years, Berlin's urban landscape has become a field of experimentation for urban planners and architects. Every vacant or abandoned area has opened up new possibilities – precisely what happened to the site of AM TACHELES, one of the last significant gap sites in the Berlin-Mitte district.

Built in 1908 as Friedrichstrassenpassage, the building had been a major department store, later becoming a 1920s invention showroom for AEG, and the site of one of the first German television transmissions. After the fall of the Berlin Wall, the building became home to an artist collective from 1990 until 2012, known as the Kunsthaus Tacheles. By 2014, the area had turned into a large wasteland at the center of a trapezoidal urban block, framed by Friedrichstrasse, Oranienburger Strasse, Johannisstrasse, and Tucholskystrasse, right in the heart of the city.

Renowned Swiss architects Herzog & de Meuron were awarded the commission to plan the site. «We discovered a location, half of which was used as a parking lot with nature being left to run rampant on the rest» explain the architects. «The section of the former Friedrichstrassenpassage salvaged by the artists initiative that was housed there and occupied it for a while shortly before it was due to be demolished had become nothing more than a silent ruin, completely devoid of content and context. This is where our urban planning concept for the area takes up the thread». The architects opted to preserve and integrate the existing architecture to fill the gap. «Not a reconstruction or simulation, but rather an interpretation of the historical footprint [...] Our aim: to let people experience the depth of the site's history and simultaneously to continue and advance that history».

Construction began in 2014. Prominent architects were commissioned to design every detail of the development. While the Tacheles building itself was revitalised as part of the Fotografiska network, becoming a contemporary museum of photography, art, and culture, the remaining part of the block has been transformed into a lively residential neighborhood. At its core lies a large, green square that opens up to Oranienburger Strasse, lined by stores, restaurants, cafés, and retail businesses.

Along Johannisstrasse, the development continues in the form of residential buildings and a series of varied courtyards. Each of the five condominium buildings has been conceived by globally renowned architectural studios, blending striking design with world-class facilities. Frame, Vert, Joux, Form3, and Suites each embody a distinct vision of urban living – with a unique character expressed in the façade and brought to life inside through materials, floor plans, and innovative details.

Frame and Vert are designed by Herzog & de Meuron Architects. In Frame, exposed concrete walls and ceilings provide an exciting contrast to the wide floorboards and wooden façade, while Vert reinterprets Wilhelminian style through its curved façade and flowing forms. Multifaceted as a diamond, Joux, by Brandlhuber + Muck Petzet Architects, features a bold shape and avant-garde allure. Form3 and Suites were conceived by Grüntuch-Ernst Architekten. Suites, in particular, with its minimalist design, epitomises the essence of the new AM TACHELES urban district: urban living at the highest level.

Suites exemplifies a contemporary interpretation of the town-house typology within a dense, vibrant urban context – offering not only private living spaces but also generously proportioned communal areas. A key feature is the expansive foyer, where the sculptural installation of Bocci luminaires creates an atmospheric setting. Shared amenities, such as the garden and Health Club & Spa, are thoughtfully integrated to foster social interaction and a sense of community. «What made this project truly distinctive was the close collaboration between the various architectural studios, the client, and the future residents», say Almut and Armand Grüntuch-Ernst. «Our aspiration was to achieve a restrained architectural language – one that embraces simplicity while uncompromisingly meeting the highest standards of quality. The shared ambition to create an exceptional place permeated every stage of the process and informed even the smallest detail».

All the apartments in the condominium buildings feature a Poliform kitchen. «Our approach treated the kitchen as an integral part of the open living space – defined by clean lines, high-quality surfaces, and precise craftsmanship», explains Claudia Ruhsek, Poliform Berlin partner. «The kitchens were designed to be both highly functional and aesthetically seamless within the interior architecture. Modular planning and maximising space utilisation were key priorities». Regarding the collaboration with the brand, she adds: «Poliform offers the rare combination of deep industrial production capability, high adaptability, and architectural design expertise. This enables economically efficient implementation at scale – without sacrificing design variety or attention to detail».

Poliform also designed Penthouse 54, a complete home that highlights the brand's lifestyle concept. The kitchen, living, and sleeping areas alternate in a path of inspiration, while the outdoor collections stand out on the terrace facing the Berlin TV Tower.

Amir Rothkegel, Managing Director of AM TACHELES Residential development responsible for the Masterplan and the condominiums buildings summarises «We've truly achieved an iconic quality of life here, and it's all thanks to the hard work and dedication of everyone involved.»



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