

REcult | Berlin-Mitte: Auguststraße

1 FIELDSTUDIES

1.1 Location

1.2 History

1.2 People / Fashion

1.3 Motor Vehicles

1.4 Logos

1.5 Activity

1.6 Residents

1.7 Sound / Interviews

1.8 Summary

2 PERSONA



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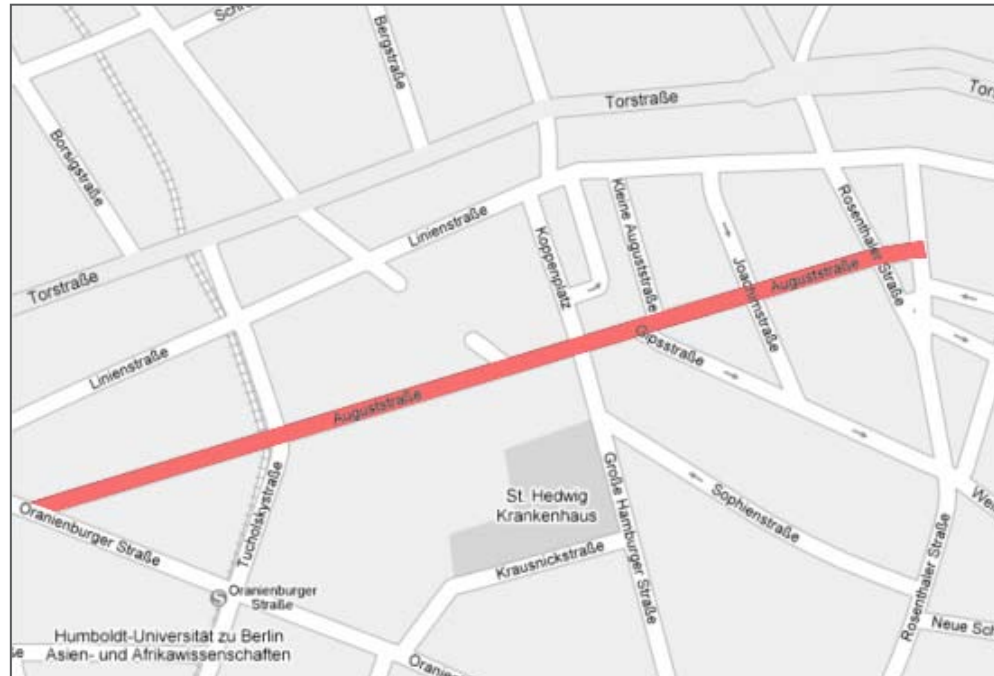
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The name Auguststraße exists since 07/ 01/1833, after Friedrich Wilhelm Heinrich August, Prince of Prussia.

Former Names:

Armesünder Gasse (1708-1723) - because of a justice building, where criminals were to left in the lurch

Armen Gasse (1723-1739)

Hospitalstraße (1739-1833)

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History

The history of Auguststraße and Berlin Mitte is reflected in the current density of its cultural establishment, and it remains an important center for contemporary art. Roughly 800 people live on the 920-meter-long street. At this time ca 17 bars, restaurants and café are open along the street. Three doctors and one psychologist practice here; Auguststraße also has one hotel, a laundry, 2 hairdressers, a kosher food store, 3 playgrounds, a sports field, a church, one music school, a bike shop and around 20 art spaces.

Radically transformed during the German reunification process, Auguststraße emerged at the heart of the Mitte's burgeoning art scene. The history of the street is very important, but it is a history that stretches much further than the art boom of the 1990s, or the rapid gentrification of the area.



St Johannes-Evangelist-Church (Auguststr. 90)

After a firebomb in the 2. world war destroyed many areas of the church it underwent partial reatulations in the 50's. because of the nondenominational population of the GDR, its congregation dissolved and the building was transferred to the Sophien parish. In 1978 the Humboldt University stored student dissertations in the St. Johannes-Evangelist-Church. It was later returned to the Evangelische Kirchengemeinde Sophien, the Sophien parish, and was reconsecrated in 2003. Sunday evening services are still held, and it is used for cultural and artistic events, a practice established by the Evangelische Kirchengemeinde Sophien.



Former Post-Office (Auguststr. 5A)

Berlin Mitte's Postfuhramt, opened in 1881, housed stalls for 240 horses over two floors. In World War II the building was damaged considerably, but the parts of it that remained intact were used by the GDR's Deutsche Post. From 1973 to 1989 it underwent different phases of extensive renovation. Up until 1990 the Postfuhramt also housed GDR administrative offices. After the fall of the Berlin Wall the building, which is under landmark protection, remains only half-occupied although a few artists have studios there. It is occasionally used for concerts and exhibitions. Various athletic activities such as gymnastics take place in the sports hall as well.

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Former Jewish School For Girls (Auguststr. 11-13)

The façade of the imposing dark-red brick structure at Auguststraße 11–13 is covered in posters, the main entryway by graffiti, and inside plaster and paint are peeling from the walls.

In its early days as a private Jewish girls' school it bustled with activity. The architect Alexander Beer constructed the school between 1927 and 1928.

After the war, once life in Auguststraße had settled into some degree of normalcy, the GDR school system was established and in the 1950s the building reopened as a secondary school called the Bertolt-Brecht-Oberschule. After the fall of the Wall, the school was forced to shut its doors in 1996.

The building has been untouched since then, yet scars and clues of its varied history can still be traced in the wallpaper layers, the technical fittings in the former physics and chemistry classrooms.



KW (Auguststr. 69)

The "Kunstwerke" is one of the oldest buildings on the street (erected in 1794). After many restorations in 1935, the "Margarinefabrik Großberlin GmbH" became the sole occupant. After the fall of the Berlin Wall, the state-run businesses were liquidated and Auguststraße 69 was vacated. Klaus Biesenbach, Alexandra Binswanger, Phillipp von Doering, and Alfonso Rutigliano, began organizing exhibitions and events there and in 1991 they founded the Kunst-Werke e.V. Since 1994 the KW has received institutional support from the city of Berlin and became Berlin's biggest institution for contemporary art.

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Appartement House Nr. 17

The rear windows of the apartment building at Auguststraße 17 look onto the courtyard of the New Synagogue on Oranienburger Straße. Built in 1865, it later became part of the Jewish Community's complex, which at various times also included the neighboring Jewish Hospital and the children's home, Ahawah. From 1941–43, the Gestapo operated a collection point out of the neighboring Ahawah and, from the beginning of 1942, out of Auguststraße 17 as well; many of the women at the home were taken from here to the concentration camps. One of the largest deportations from Berlin to Auschwitz, the 26th Transport East, took place on January 12, 1942, and included 74 people of all ages taken from Auguststraße 17.



Clärchens Ballhaus (Augustst. 24 / 25)

On September 13, 1913, Fritz Bühler opened "Bühlers Ballhaus" (Bühler's Ballroom) in the rear of Auguststraße 24 / 25. After Bühler was killed in World War I his widow Clara took over the business and it became known as Clärchens Ballhaus. The artist Otto Dix painted the poster; the design is still used today, even though the ballroom has been renamed the Ballhaus Mitte. Today old and young people are dancing there whole nights through.

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- big variety of people, from working class, students to snob, rich and sophisticated human beings
- clothes represent the peoples social status and personalities
- individual looks from old fashioned to stylish, modern

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- almost the same impression as with people/fashion
- big, expensive cars as porsche, bmw and also smaller ones and a lot of bikes
- because we happen to be in a big city, people basically use the public transportation system as subways, buses, etc

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- the Auguststraße is not a place where you can find clubs and discos
- there are a lot of cafes, bars and shops, where people can socialize and relax
- because of the big amount of galleries, it is possible to attend vernissages and other artistic entertainments
- tip: „Ballhaus Mitte“ and „Kunst Werke“

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when we found locals, they were very unfriendly most of the time and not willing to talk to us

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Overall we came to the conclusion that Auguststraße is a place dominated by arts.

The day starts at noon and life happens mostly at night.

The art scene is very static during the day, which means there is not much going on except the open galleries.

In the later evening the street becomes more crowded and things start to move.

From unannounced performances to planned vernissages.

So if you are culturally interested, in our opinion it is a good place to go and meet a lot of interesting people.

Besides the art scene the street has to offer an interesting history as well.



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2 PERSONA

- 2.1 Gitte
- 2.2 Elisabeth
- 2.3 Hannes
- 2.4 Adrian
- 2.5 Simona & Maya
- 2.6 Choice

3 CONCEPT IDEAS



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3 CONCEPT IDEAS

Gitte

Age: 53
Family Status: Mother and Wife
Occupation: Retiree
Live at: Auguststrasse
Height: 1.65m
Weight: 70kg

- born in eastern Germany
- moved to berlin in 1980 because her husband got a job as a teacher there
- she has a little dog to spare her time, because she has not much to do
- works as a personal biddy to earn some additional money
- has no special interest in the surrounding art-scene
- has a husband who has retired as well, and two children which have moved out already
- dislikes the fact, that all the galleries displace the usual supermarkets and drugstores
- likes to go dancing at „Clärchen’s Ballhaus“ on weekends
- is glad that the auguststrasse is a pretty quiet place during the week
- has many friends that left the area because of the increase of rental-prices, which makes her sad



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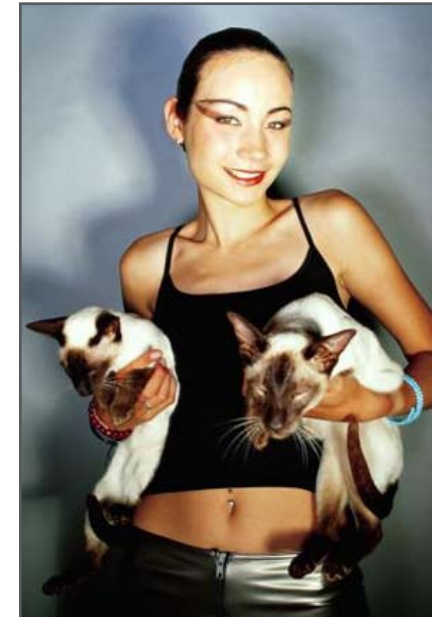
2.6 Choice

3 CONCEPT IDEAS

Elisabeth

Age: 32
Family status: single
Occupation: has a degree in arts and works in galleries
Lives at: Märkisches Viertel
Height: 1,77m
Weight: 60kg

- born in Spain, with a German mother
- she loves contrasts, which is a reason why she moved to Berlin
- she has a cat that is as eccentric as she is
- living in a „Plattenbau“ she is a person that is against the main stream of people moving into old buildings
- she has two jobs to afford her lifestyle and her artistic activities
- both of the jobs are supervisory duties in two galleries
- through these jobs, she hopes to get interesting connections in and become a part of the Berlin art scene
- two to three times a week at night she attends vernissages
- she is drawn between her goal to become a well known artist and not commercializing her art
- she doesn't know whether it is her goal to exhibit in the Auguststr, because the area is mostly visited by tourists, but she likes the street with all its hype and its settled art scene
- Elisabeth is an idealist and dreams of her own independent breakthrough without any gallery owners with reputation
- she would like to be the „Spanish-German insider tip“ but she feels the Auguststr. is too publicly to be an „insider“



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3 CONCEPT IDEAS

Hannes

Age: 35
Family status: Single
Occupation: Globetrotter, Caféowner
Lives at: Auguststrasse
Height: 1.88m
Weight: 90kg

- born in Freiburg, german parents
- globetrotter, spent most of his life in foreign countries
- knows much about foreign cultures because of that
- owns a little café in auguststrasse, lives in a flat directly upon it
- gets up very late, becaus he is awake till late at night
- dislikes the tourists, although he needs them and their money
- likes the art around him, is yet not very interested, but stops by from time to time
- hopes to meet more interesting people through arts (dislikes the tourists because they mostly aren't)
- hopes to earn enough money with his café to go on a worldtrip again
- is kind of a „dreamer“, always talking about his big plans for the future
- likes downtempo-lounge-music



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Adrian

Age: 23
Family status: Relationship
Occupation: Student of Philosophy and Cultural Science
Lives at: Nürnberg, Bavaria
Height: 1.86m
Weight: 80kg

- born in Tuchenbach in Bavaria
- mother and father are lawyers and wanted him to become one too
- wants to do something completely different from his parents expectations
- visits the Auguststrasse as a tourist once a year
- likes the art exposed, but only to get some impressions
- likes the artistic community there
- hopes to become a cultural worker for the area after his studies
- creates the flyers for his cultural work in bavaria by himself because he is interested in graphic-design
- would come more often, but unfortunately hasn't got enough time and money
- wants to break out of his conservative family
- has his own flat in nürnberg
- lives there with his long-term-girlfriend
- likes to smoke a spliff from time to time
- is drunk almost every weekend
- likes to be a stylish and chic person, but is too lazy to get dressed up and fancy everyday
- likes Jan Delay, Mando Diao and that kind of music



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3 CONCEPT IDEAS

Simona & Maya

Age: 28
Family status: married
Occupation: Mother, Housewife, Saleswoman
Lives at: Nearby Auguststrasse
Height: 1.70m
Weight: 62kg

- born in Pankow/Berlin
- coming from a working class family
- not very well educated
- hasn't worked since she got married
- when she became pregnant, she and her husband moved to Berlin-Mitte
- She likes the area because there are a lot of playgrounds and other young families
- likes the international flair and different kinds of restaurants and other nice places to hang out at
- loves to dance salsa
- likes to meet her female friends for breakfast to have a chat and coffee
- spending a lot of time in the Auguststreet she frequently passes by all the galleries, but feels intimidated by what is going on in the art scene
- she would like to know a little bit more about arts though
- Maya loves everything she is allowed to touch and what is strong colored



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Personas

primary persona: Simona

secondary persona: Adrian



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3.1 DASAS

3.2 KinderFinder

3.5 TroubleWarner

3.4 August-Tier

3.3 Stolperstein



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DASAS (Digital August Street Art Store)

What is it?

Because of the big amount of galleries in the Auguststr we thought there must be a lot of people interested in arts in those galleries. People looking for a certain kind of piece that fits in their living room. DASAS has all the current displayed pictures or paintings saved on its server. It provides the user with information about price, age etc and of course in which gallery you can get it. There is a possibility to give a bid for a certain piece of art, basically like an ebay tool for a bounded area and a certain thing. Perhaps there will be a most-wanted-gallerie function.

What does it look like?

The Device that offers DASAS has to have a decent sized display so users can imagine what the art work looks like. It should include this big display, as few buttons as possible and it should be light weight and portable. Preferably pocket size.

What is the value for the user?

The user who is of course interested in arts in some kind of way has an easy way to find a good piece of art and something that he really likes. He doesn't have to walk down Auguststr and walk into all existing galleries. He can define what might be interesting and where he should take a closer look and walk into that certain gallery. The DASAS tool helps to find something in a faster way.



DASAS is especially interesting for personas like Adrian, because they don't have much time.

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KinderFinder

What is it?

This device makes it possible for parents to find their kids and to find out where their friends with kids are, on which playground at the Auguststreet. Parents give their kids a little dispatcher. They themselves have a gadget that has a screen, on which they can see where their kids are located. Because Auguststraße has more than one playground and there happened to be a lot of young families, parents can find their friends or their kids friends and go to that certain playground. Once they get to a playground they push a button and put themselves on the „playground-network“, so other people can find them.

What does it look like?

display, map?, alert?, dots, names

What is the value for the user?

Kids are often very active and run around and hide where it is hard for their parents to find them. People told us that the playgrounds of the Auguststreet are full of young families in the evening after work. The Kids Finder lets the parents relax a little bit more and maybe have more fun with their kids because they can find and meet friends at those playgrounds.



The KinderFinder is good tool for Simona to meet her friends at the playground and to talk to them without worrying about her daughter.

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TroubleWarner

What is it?

The TroubleWarner is a tool, an aid for local residents at the August street. A lot of people don't like all the tourists walking down the street or the big vernissages with all its many people. The Crowd Warner knows where all the events happen and where might be a lot of people in the next couple of hours. It shows on a map of the Street, where there is a big gathering of people. It enables the residents to avoid these places.

What does it look like?

It basically just needs to display a map of the street and an indicator for great amount of people and maybe the reason of the crowd.

What is the value for the user?

It makes life for residents more enjoyable and a little bit more quiet. They can avoid interruptions that might cause a lot of stress for them.



Simona would use the Troublewarner to avoid crowded places, so she can walk easily down the street with her buggy.

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August-Tier

What is it?

It is a 2D-animal pinned on a wall or a fence. The surface should be a Display, and it has to convert messages.

2.What does it do?

It is a kind of spirit-barometer. Everybody can send messages to it. These messages can contain images or text which will be displayed on the surface as the fur of our animal. You are also allowed to send happy or unhappy or bored smileys to August, which will cause it's mood. E.g. if August has a bad mood, it is possibly gnarling all passers by, or if it is bored it is observing them or perhaps sleeping...

Perhaps it can show you the weather forecast, maybe by changing the color or by moving its tail..

3.What is the value for the user?

A man, who accidentally passes by, should be irritated by August, because it reacts different on people walking closed to it. The first time you see it and it is e.g. gnarling you maybe ask yourself: Why is it so unfriendly? The second time you visit it it's laughing and then you recognize that its behavior is changing and you have to think about the reason or you can read the instruction.

The reason is that its mood depends on the messages/mood of the passers by. You can confer it to you. You can see what daytime e.g. is predestinated for very good or very bad mood, perhaps in the early morning, when people are going tired to work..., perhaps if it is raining... The fur of August gives you an additional visual impression of the character of Auguststraßen-visitors and the weather-forecast an impression if the spirit will change dramatically the next time. We think the Augusts value will be a very philosophical one and a little bit gaming.



Adrian is set up, now he has a possibility to let out his anger.

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Stolperstein

What is it?

Stolpersteine is about getting informations about certain sights or historical events that happened in the Auguststr. They are little stones in the ground and once you step on them they send the information to your portable device, through bluetooth or any other wireless connection. Including time facts and pictures of the building, event etc in earlier days. People might also accidentally step on those stones. They were looking for something else and get information that they might find interesting on first sight and spontaneously follow the stones.

What does it look like?

The stones should not be very noticeable in a small size and hidden between other stones in the sidewalk. But they should be in some kind of bright color. To receive the information, users only need a device that is able to get wireless connection, either a cell phone, a digital camera or a game device.

What is the value for the user?

Most people intrested in arts are intrested in other cultural things, too. The value is, that as a person who is interested in history, you don't need an uncomfortable travelers guide or to join a sight seeing group and listen to boring stories. It is your own choice what you want information about and what you want to see. You can also save the information on your device and look at it later and show it to friends.



Stolperstein is very intresting for Adrian because he gets some unexpected new informations.