

Possible Locations for NeX26

Research by

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New E.ON PowerPoint Master

BMW Welt (Munich)

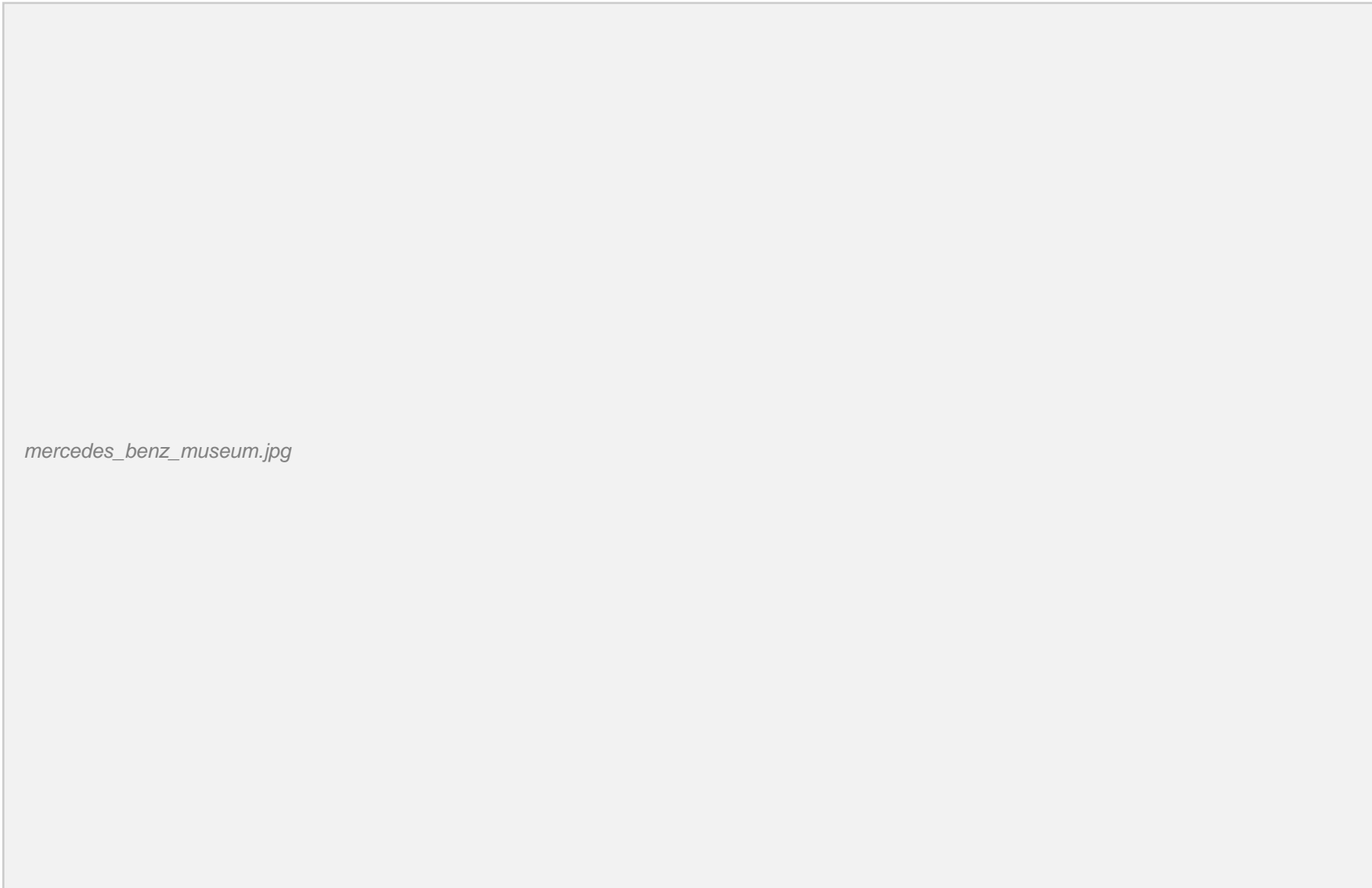
Categorie D – Not Recommended

bmw_welt.jpg

Mercedes-Benz Museum (Stuttgart)

Category D – Not Recommended

mercedes_benz_museum.jpg



AXICA (Berlin)

Category D – Not Recommended

axica-eurokongress-max-planck-gesellschaft-festversammlung-atrium-1024x1024.jpg

Futurium (Berlin)

Category D – Not Recommended

Story & Brand Fit Futuristic concept fits “future” but less clear on E.ON ownership of the story. Strengths Good image as a “future” museum. Central Berlin location, solid infrastructure. Challenges Too small for E.ON’s flagship format. Limited space for “One E.ON” expo and co-creation. Recommendation Not suitable as main NeX26 venue; potential partner location for side formats, but not the core.

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smartvillage (Berlin)

Category D – Not Recommended

Story & Brand Fit Strong New Work / coworking vibe – more workshops than Playmaker flagship. Strengths Modern modular rooms ideal for smaller sessions. Young, energetic atmosphere. Challenges Capacity far below NeX26 ambitions. No iconic stage or strong flagship character. Recommendation Not for NeX26 main event – more suitable for internal formats or small labs.

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Spindler & Klatt (Berlin)

Category D – Not Recommended

eventlocation-spindler-klatt-berlin.jpg

Wilhelm Studio (Berlin)

Category D – Not Recommended

Story & Brand Fit Highly aesthetic studio, perfect for film and photo – but not for 1.000+ participant energy summit. Strengths Minimal, stylish studio architecture. Great for content production and streaming set-ups. Challenges Limited capacity and physical space. Not a natural host for expo and multi-track conference flow. Recommendation Use as a potential production studio, not as NeX26 venue

wilhelm-studios.png

E.ON TestingLab (Essen)

Category D – Not Recommended

241101_TestingLab_Opening_Impression.jpg

Colosseum Cinema (Berlin)

Category D – Not Recommended

Story & Brand Fit Cinema format is great for content, but too one-dimensional – only plenary, no real “experience platform”. Strengths Strong keynote stage, cinema screen and sound. Known venue with existing event infrastructure. Challenges Very limited expo or networking space. Too small and too narrow for a full NeX ecosystem. Recommendation Not a NeX26 venue – more suitable for film/launch-type events only.

uci_kinowelt_colosseum_s1002.jpg

Palais Kulturbrauerei (Berlin)

Category D – Not Recommended

Story & Brand Fit Authentic Berlin courtyard location – but feels like generic corporate event, not like a unique energy flagship. Strengths Several flexible spaces and courtyards. Experienced event location, good baseline logistics. Challenges “Not new” – low differentiation from standard corporate events. Limited future-/tech-driven atmosphere. Recommendation Drop from NeX26 shortlist – lacks uniqueness as a flagship statement

Kesselhaus-Stehtische-Buffer-Foto-Laurin-Schmid-1.jpg

Motorwerk (Berlin)

Category D – Not Recommended

motorwerk.jpg



ShowpalastFriedrichstadt-Palast

Category D – Not Recommended

Story & Brand Fit Iconic show venue – risk that “show” overshadows the thought-leadership and energy content. Strengths Top-class stage, lighting and sound. Very high audience capacity. Challenges Almost no integrated expo/co-creation areas. Very high costs, strong own venue identity. Recommendation Not the right host for NeX26 – could potentially be used for a single highlight show, but not full event.

232533.jpg

Zeche Zollverein (Essen)

Category D – Not Recommended

Story & Brand Fit Powerful industrial energy heritage – great symbol, but mostly about the past, not the future. Strengths Iconic UNESCO site, very strong visuals. Excellent metaphor for transformation. Challenges Museum context and logistics complicate flexible modern expo. Heavy production setup, not “plug & play”. Recommendation Great communication motif, but not a NeX26 main venue.

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Berlin Tegel

Category D – Not Recommended

Story & Brand Fit Urban Tech Republic = strong transformation symbol, but site is still under development and partially raw. Strengths Represents mobility + future city themes well. Strong narrative (“airport to tech campus”). Challenges Many unknowns in infrastructure, permissions and availability. High planning complexity, low reliability. Recommendation Attractive for future editions – currently too uncertain for a 2026 flagship.

240709-txl-hangar-023.jpg

Station Berlin

Category C – Limited Fit

Story & Brand Fit Powerful industrial energy heritage – great symbol, but mostly about the past, not the future. Strengths Iconic UNESCO site, very strong visuals. Excellent metaphor for transformation. Challenges Museum context and logistics complicate flexible modern expo. Heavy production setup, not “plug & play”. Recommendation Great communication motif, but not a NeX26 main venue.

Halle5_unbespielt.jpg

Munich Airport

Category C – Limited Fit

Story & Brand Fit Strong mobility/infrastructure setting, but emotional focus is on airport, not on E.ON as host. Strengths Excellent international accessibility. Existing event areas and terminal zones. Challenges Complex security and logistics setup. Limited perception of E.ON as the owning brand. Recommendation Not ideal as a NeX26 main venue – better for dedicated travel/mobility case studies.

7a8381895e3063f2aa91d263481da9f26f631ef3_172731_center_566__75.jpg

Admiralspalast

Category C – Limited Fit

Story & Brand Fit Historic theatre, high prestige, but not strongly linked to “Future Energy”. Strengths Good audience capacity and main stage infrastructure. Central location and easy access. Challenges Mainly a stage venue with very limited expo space. Heritage look – more “classic culture” than “energy transition”. Recommendation Could be considered for stand-alone show or award night, but not for the full NeX26 ecosystem.

2021_Admiralspalast_Theater_(c)ADMIRALSPALAST.jpg

Rheinterrassen (Düsseldorf)

Category C – Limited Fit

Story & Brand Fit Elegant riverfront location; feels like gala/dinner venue rather than innovation flagship. Strengths Beautiful setting on the Rhine. Solid capacities for mid-large events. Challenges Limited tech/future vibe, more classic event look. Fewer opportunities for immersive expo design. Recommendation Not a NeX26 priority; better suited for regional customer events or dinners.

D_Rheinterrassen_Rheingold_06042021.jpg



Luftschiffhangar (e.g. Mönchengladbach / Berlin options)

Category C – Limited Fit

Story & Brand Fit Spectacular aviation/industrial story – visually impressive, but more “stunt” than efficient conference hub. Strengths Huge volume for installations and wow moments. Unique and memorable atmosphere. Challenges Complex acoustics, climate and technical setup. Difficult zoning for stages, expo and networking in one coherent flow. Recommendation Great for a bold concept, but risky and effort-heavy as NeX26 main venue.

csm_6894_Lufschiffhangar-Muelh2023sm2_658ae199a5.jpg

Düsseldorf Airport (Event Areas)

Category C – Limited Fit

Story & Brand Fit Modern travel context; relates to mobility but not clearly to energy thought leadership. Strengths Strong international connectivity. Existing event areas in or around terminals. Challenges Security, branding and logistics are very complex. High effort, moderate brand payoff for E.ON. Recommendation Not a prime candidate; more relevant as a thematic partner environment than as main venue.

neumann-mueller-station-airport-1.jpg

Bunker (Hamburg)

Category C – Limited Fit

Story & Brand Fit Converted bunker / media hub; exciting symbol for transformation, but limited scale for NeX26. Strengths Very distinctive architecture, strong visuals. Good for mid-sized, design-driven events. Challenges Capacity ceiling below NeX26 ambitions. Limited space for large-scale expo. Recommendation Nice reference location; too small to host the full NeX26.

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Gasometer (Berlin)

Category C – Limited Fit

gasometer_schoeneberg_berlin_euref_ag.jpg

Story & Brand Fit Direct energy link and strong architecture, but already well-known event location – less uniqueness. Strengths Symbolic site with strong external effect. Good capacity and immersive potential. Challenges Production-heavy and expensive. Feels more like “renting a famous location” than owning a unique E.ON world. Recommendation Interesting for special elements; not the ideal all-in-one NeX26 venue.

Uber Eats Music Hall (Berlin)

Category B – Good Fit

Story & Brand Fit Modern concert venue; good for big-show keynote, small brand conflict due to naming rights. Strengths Large and technically strong main stage. Good location and transport connectivity. Challenges Limited onsite expo footprint; would require creative zoning or additional spaces. Need to manage E.ON branding vs. sponsor brand carefully. Recommendation Solid option for plenary-driven format if expo and workshops can be supported by nearby space.

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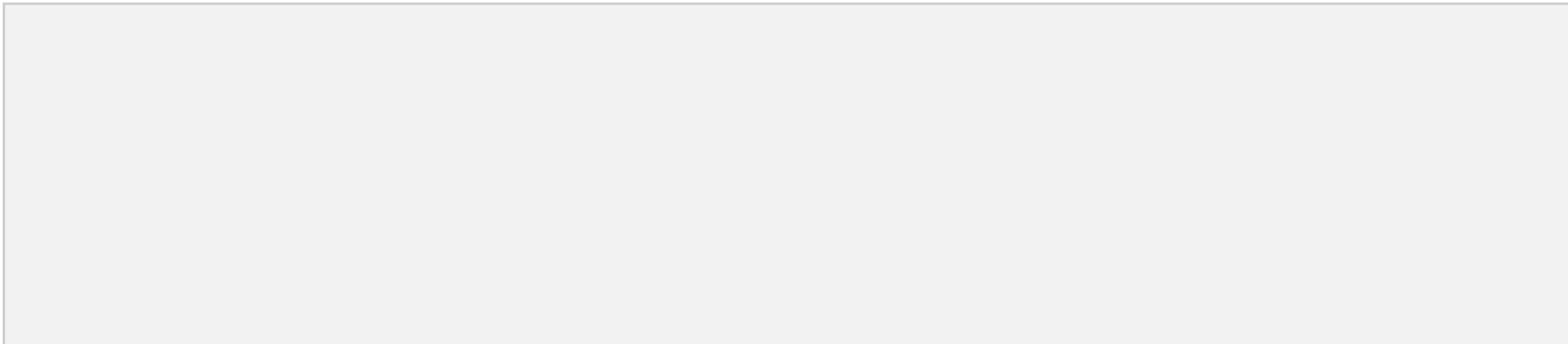
Werksviertel (Munich)

Category B – Good Fit

sb14_werksviertel_3035.jpg



Story & Brand Fit Urban regeneration district – strong story for transformation and sector coupling in the energy transition. Strengths Multiple spaces and buildings can be combined. Good accessibility and Munich continuity from NeX25. Challenges Risk of fragmentation; it can feel like a loose district festival without clear E.ON nucleus. Requires strong master planning and clear NeX26 “campus” definition. Recommendation Good candidate for a festival-style event – but only with a very clear spatial and brand concept.



E-Werk (Berlin)

Category B – Good Fit

Story & Brand Fit Former power plant – perfect story anchor for “Energy recharged” and E.ON as Playmaker. Strengths 800–1.800 capacity, strong main hall. Authentic industrial energy environment. Challenges Limited expansion potential for larger participants. Expo areas must be very cleverly planned. Recommendation Strong option for a deliberately curated, compact NeX26 edition with deep content and defined audience.

berlin-cuisine-ewerk-eventlocation-single-page-1 105x695px.jpg

Humboldt Forum (Berlin)

Category B – Good Fit

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Eisbach Studios (Munich)

Category A – Very Strong Fit An initial offer has been requested and will be provided shortly.

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Eisbach Studios Details

Technology No in-house event tech or furniture: we must bring stage, streaming, and all event furniture externally. We can choose any tech/catering partners. Accessibility Easily accessible by car or bus. Catering Fully flexible Parking 80 on-site parking spaces included (outdoor area). Optional: ~220 additional spaces about 200m away (if available), €1,900/day.

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OCEANDIVA (Düsseldorf)

Category A – Very Strong Fit An initial offer has been requested and will be provided shortly.

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Story & Brand Fit Floating venue as powerful metaphor for movement, flexibility and new pathways in energy. Strengths Flexible capacity (approx. 500–1.200). Very high uniqueness and media appeal. Strong potential for a custom E.ON interior world. Challenges Port/harbour infrastructure and nautical constraints. Logistics, safety and cost above standard venues. Recommendation Bold hero option – especially strong if you want to anchor NeX26 in NRW.

OCEANDIVA Details

Technology Professional audio + video infrastructure and a 6.0m x 3.0m LED screen. Connectivity includes Starlink (20–245 Mbps) and 5G setup; streaming “on request.” Accessibility Easily accessible by car, train, metro or bus. Catering Catering included in venue. Parking Parking spaces available nearby.

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Tempodrom (Berlin)

Category A – Very Strong Fit An initial offer has been requested and will be provided shortly.

Story & Brand Fit Iconic tent architecture, naturally theatrical – excellent for a big Playmaker keynote and strong visual identity. Strengths 1.000–3.000 seats – ideal NeX scale. Proven event venue with good logistics. Highly recognisable, photogenic structure. Challenges Requires smart integration of expo and breakouts in adjacent spaces. Not the cheapest option. Recommendation Top candidate for NeX26 as a stand-alone hero venue in Berlin.

130904_samsung_314.jpg

Tempodrom (Berlin)Details

Technology Strong “built-in baseline” setup included in the rent, including: Stage (standard position): 16m x 10m, height 1.20m Front truss, back truss, PA trusses included House rigger is mandatory during build/derig Internet: VDSL100 option (50–100 devices) Accessibility Central Berlin location (Möckernstraße 10, 10963 Berlin) Easily accessible by car, train, metro or bus. Catering Not tied to a fixed catering partner; they recommend local caterers (Hoflieferanten Berlin, Berlin Cuisine, Fuchs + Gans). Parking Parking spaces nearby.

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Elbphilharmonie

Category A – Special Location An initial offer has been requested and will be provided shortly.

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Story & Brand Fit One of Germany's most iconic buildings – maximal prestige, but strong cultural identity of its own. Strengths 1.200–2.000 seat main hall for top-tier plenary. Huge media and PR effect. Stunning architecture and location in the harbour. Challenges Very expensive and hard to book. Strict rules, limited freedom for branding and expo. Recommendation Special hero option – best for a one-off, high-prestige NeX26 edition, less for a highly modular expo-driven format.

Elbphilharmonie

Details

Technology Included in the venue: energy supply, cleaning, technical basic equipment, plus venue-provided front-of-house staff (entry / cloakroom / seating) and technical staff for providing the hall technology. Sound: systems are venue-controlled and adapted per production; the Elbphilharmonie technical project lead decides what equipment is used. Lighting / video (priced add-ons) As this is a concert hall, individual installations are feasible but must be agreed with the venue. Accessibility Good accessibility by car, metro and bus. Catering Backstage catering is exclusive via the in-house concert hall gastronomy (price on request). Parking Car park in the building

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Thank you

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