



How to unlock potential with the help of technology

September 20th, 2018

Palais Populaire
Art, Culture & Sports
by Deutsche Bank

Deutsche Bank Art, Culture & Sports

PalaisPopulaire, Unter den Linden 5, Berlin



**Opening
September 27, 2018**

**OPEN
HOUSE
FOR OPEN
MINDS.**



Short excursion: reasons for cultural participation



Having fun

It's not for someone like me

Experiencing
new things

It's inconvenient

Learning
something new



I didn't think of it

Interest in
the content

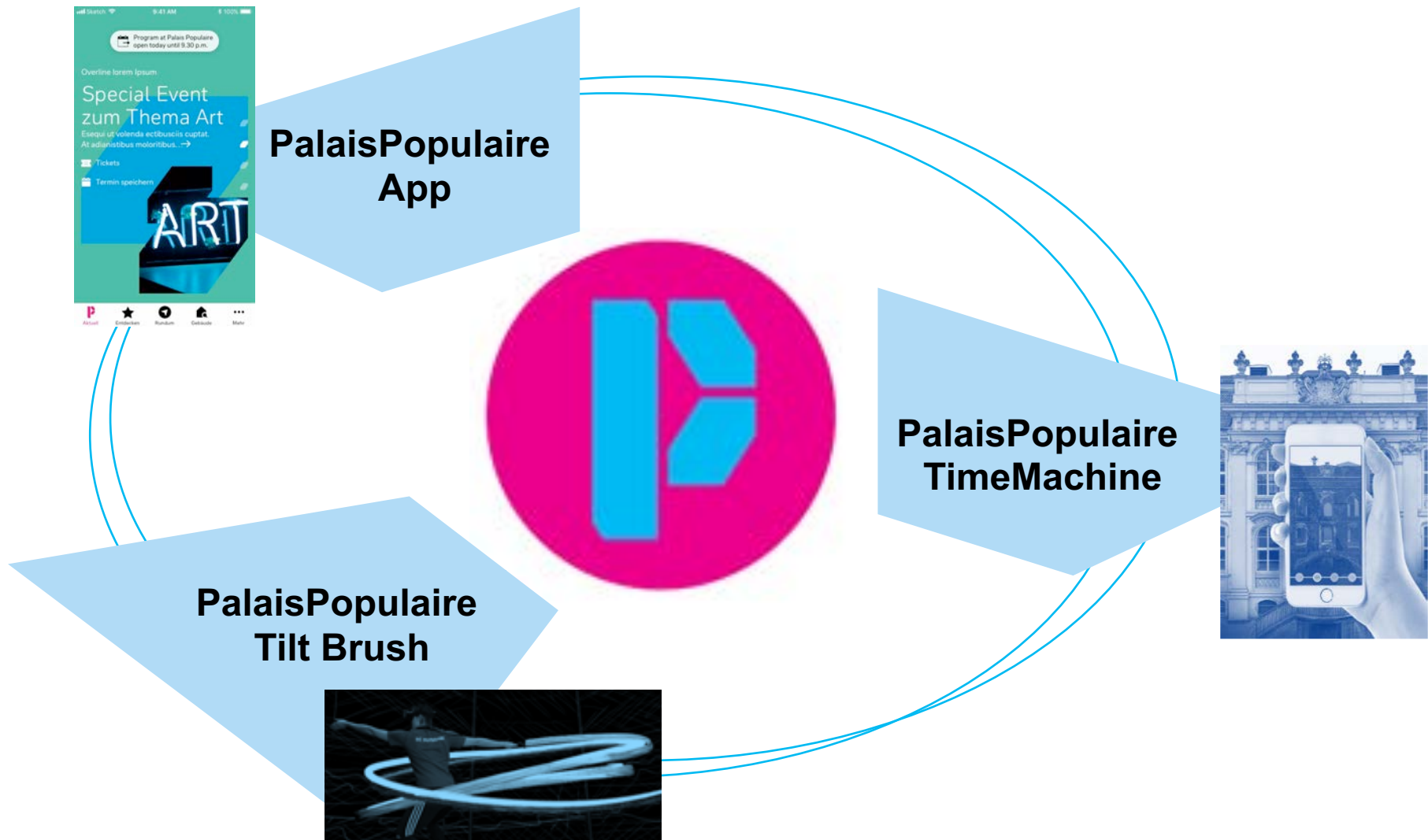
I couldn't find
anyone to go with

Being able to go
by myself

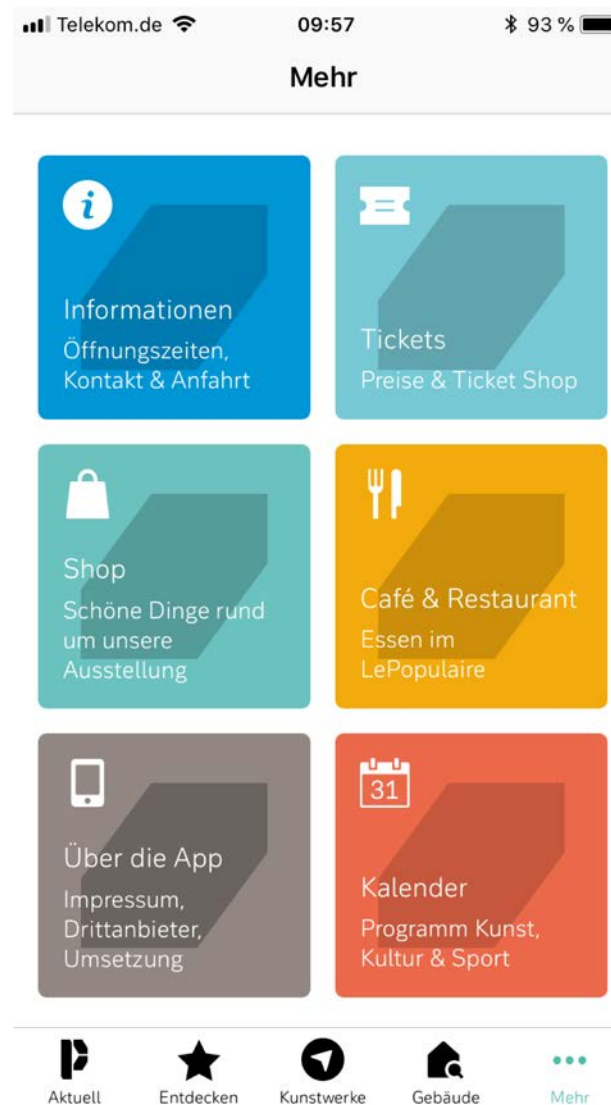
It's value is not
worth the cost

*CultureTrack Study 2017

New digital touchpoints for more visitor interaction



PalaisPopulaire App: user-friendly access



welcome screens

short facts

tickets

events

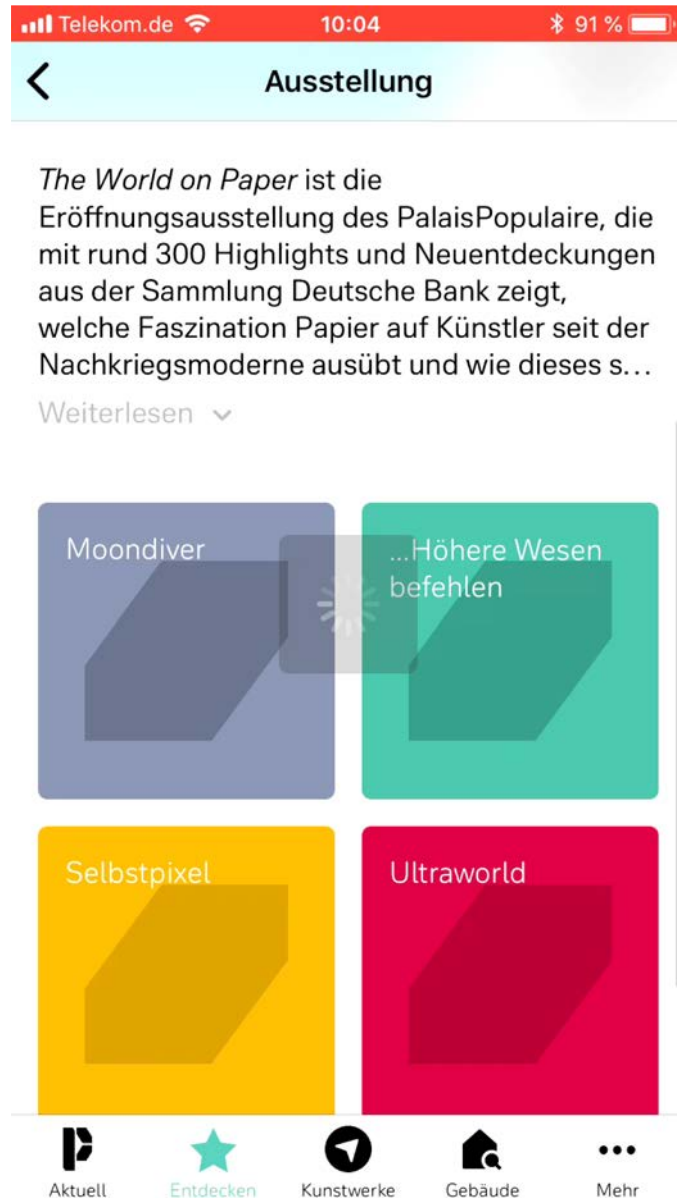
directions

café | restaurant

menue

suggestions

PalaisPopulaire App: discover and engage



tailor-made tours

information about

specific artworks

texts, music and videos

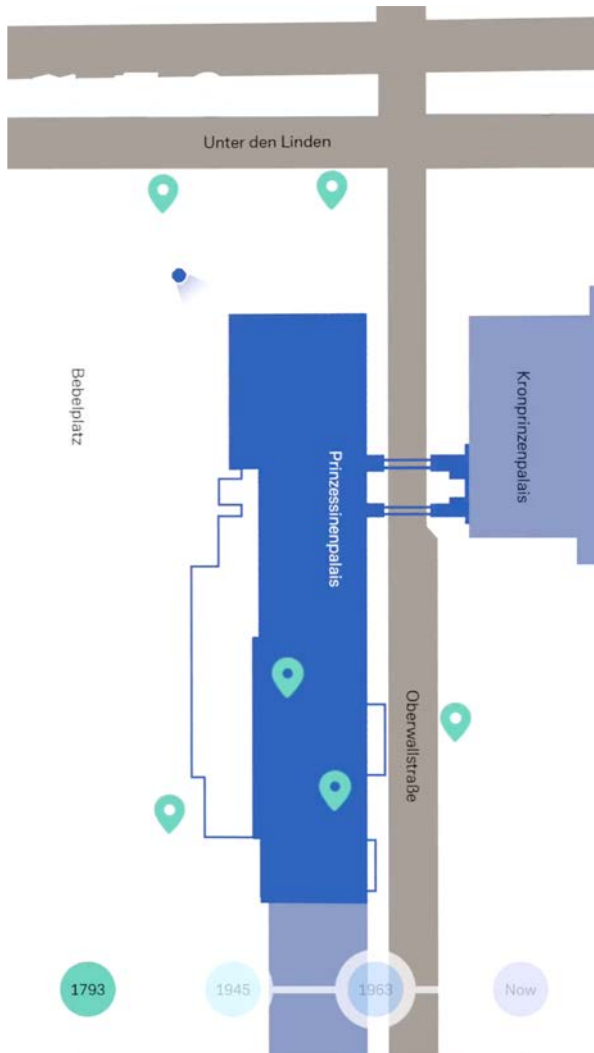
individual experience

program

Augmented Reality: PalaisPopulaire TimeMachine



Augmented Reality: Travelling through time



Learn the history of the Princess Palais

Discover its architecture

Meet the former inhabitants

History lesson revived

Virtual Reality: Inspiring art and sports crossover



When exploring new digital formats start by asking



PalaisPopulaire – Hope to see *you* soon!



**Look forward to a cosmopolitan
and inspiring place for Art, Culture & Sports**

**In the heart of Berlin.
Open from September 27th.**

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