

OPEN

A SPACE FOR CONTEMPORARY CULTURE

@OPENSOURCE.BERLIN
LINIENSTRASSE 111, 10115 BERLIN

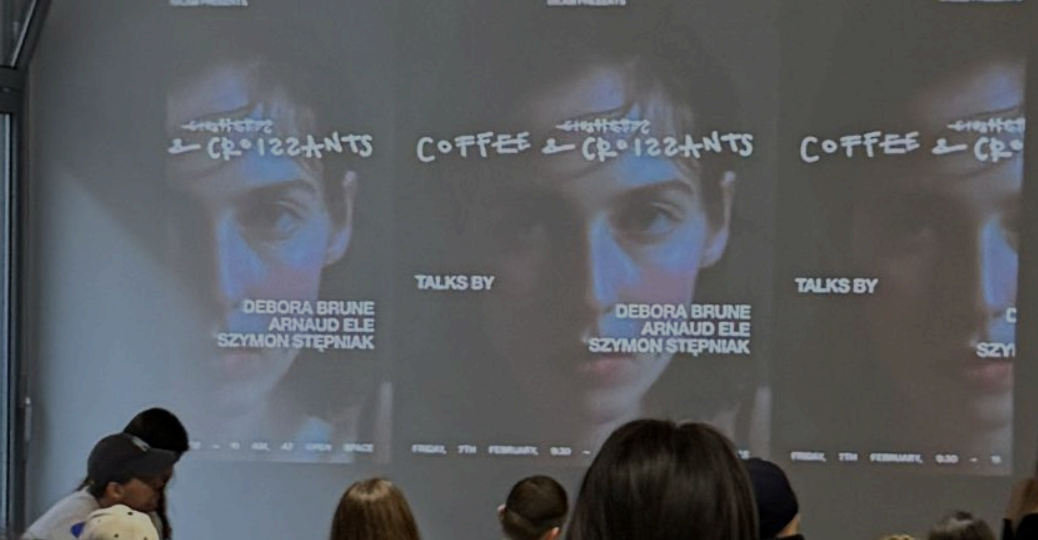
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A SPACE FOR CONTEMPORARY CULTURE

Our mission is to provide a destination that champions the best in culture and connects with its communities at large to shape the now.



OPEN – SHAPING LOCAL CULTURE IN BERLIN

Since 2024, we've opened our gallery space in Berlin Mitte to embrace, empower, and shape Berlin's vibrant culture. With Open, our goal is to be part of the cultural conversation — not just by offering a platform for labels, artists, and creatives but by staying deeply connected to the pulse of the city, with our ears and eyes on the street. Today, Open is almost fully booked on a weekly basis.

ABOUT



THE SPACE

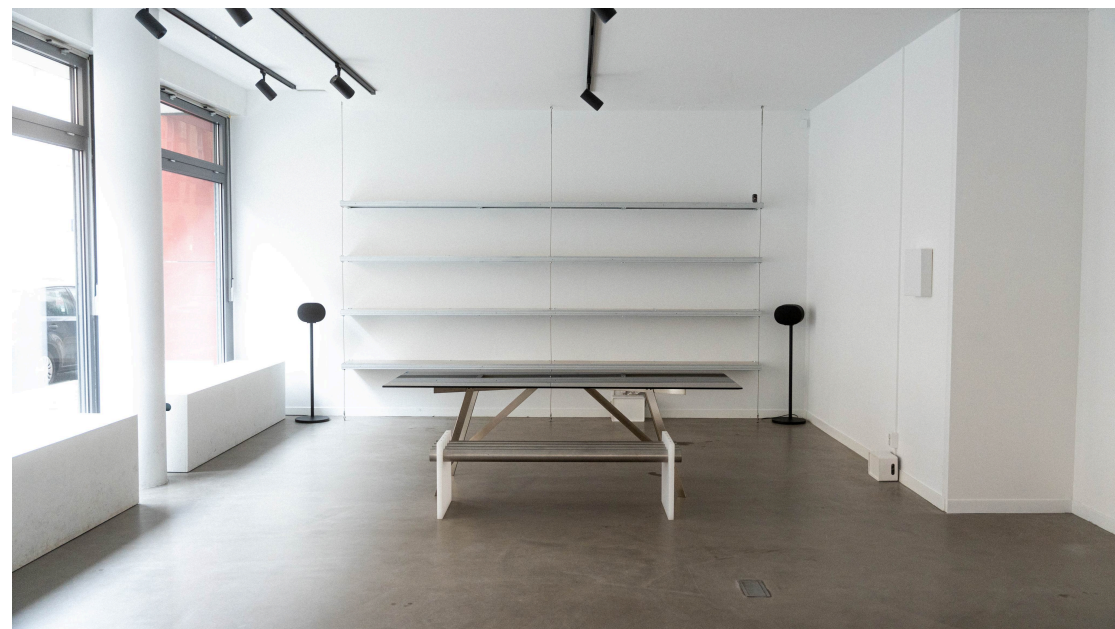
Whether it's events, product launches, or any kind of brand experience, Open is the ultimate spot for high visibility, located on Linienstraße 111, 10115 Berlin.

A 120 sqm customisable and fully accessible space with a 3 m ceiling height, featuring 45 sqm meters of retail windows, a small but well-equipped kitchen, and a toilet.

Enjoy high-speed Wi-Fi, dimmable modular spotlights, conveniently placed outlets, and a storage room, The space includes a custom shelving system and a steel console, both crafted as unique designer furniture pieces.

As part of HY.AM, we don't just offer a venue - we craft immersive brand experiences. From concept to execution, we help turn bold ideas into moments that matter.

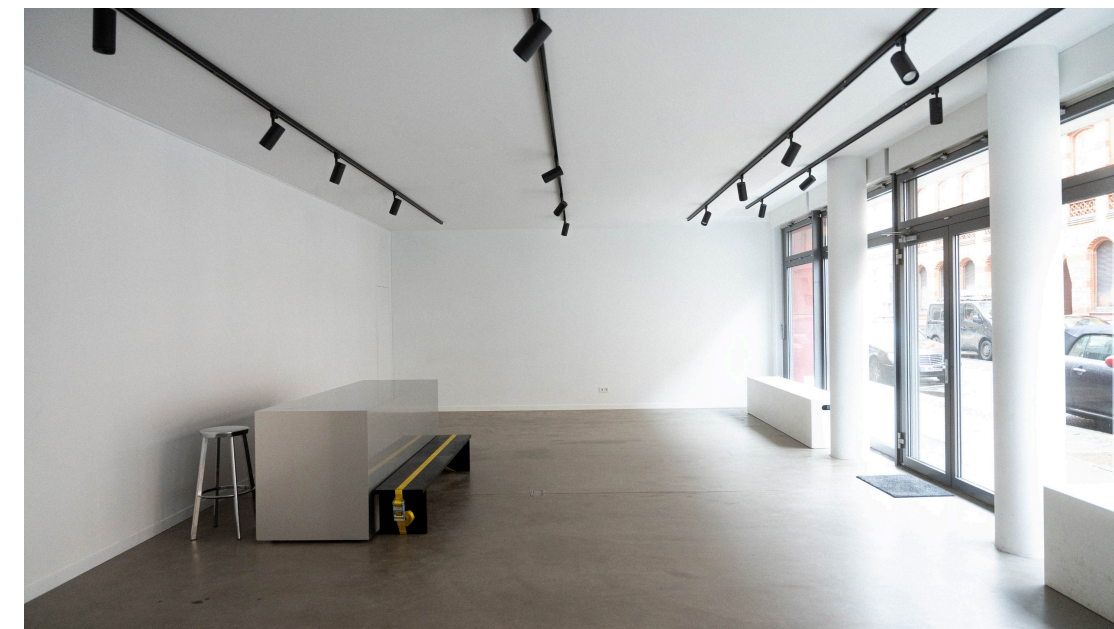
THE SPACE



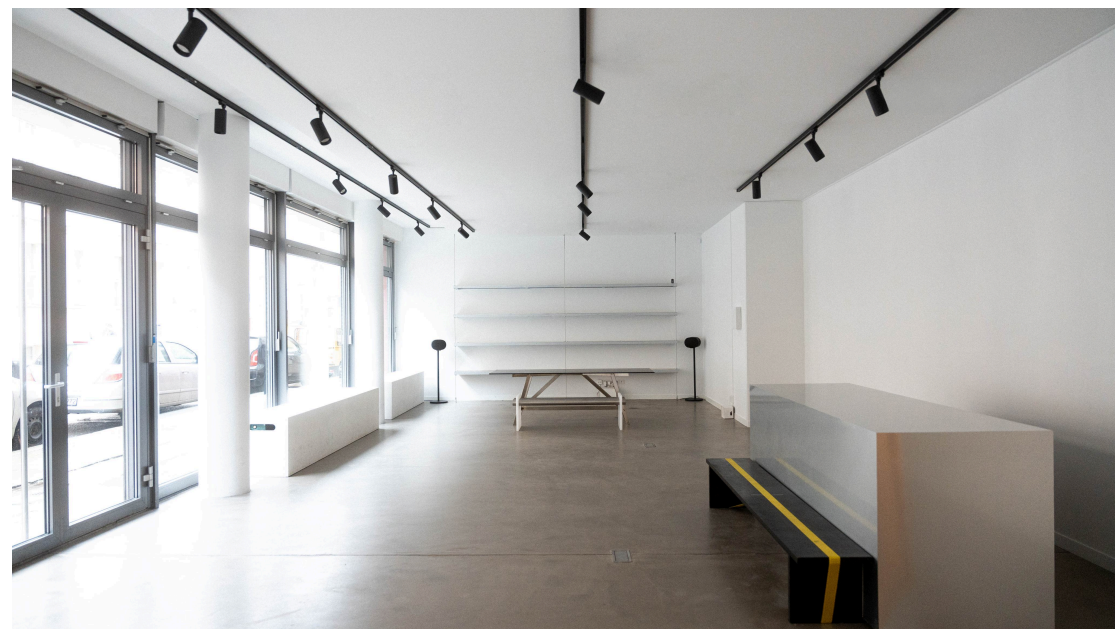
001_LEFT SIDE



002_BACK WALL



003_RIGHT SIDE & WINDOW FRONT



004_LEFT SIDE & WINDOW FRONT



005_TOP VIEW



006_LEFT SIDE

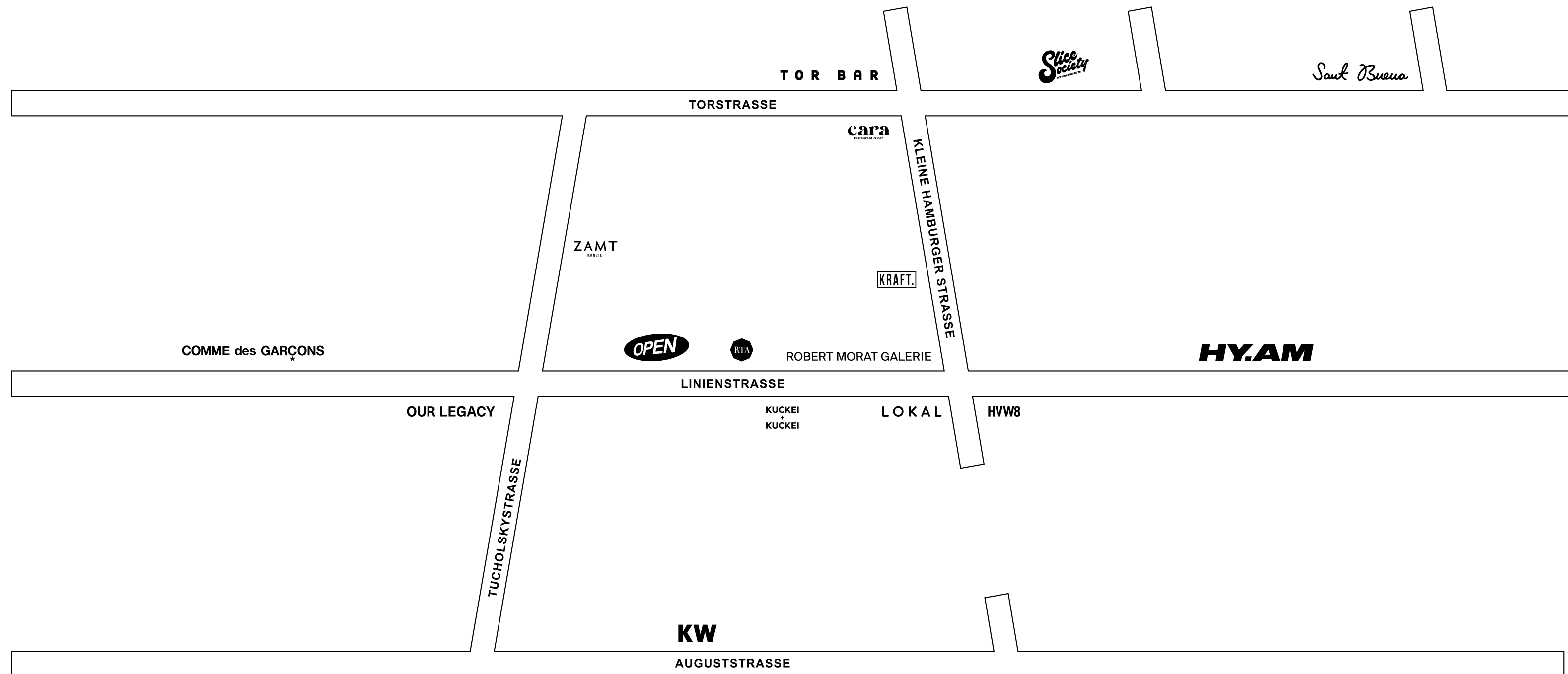
THE PEOPLE

Located in the center of Berlin, on one of the most renowned streets for art and fashion, OPEN is positioned next to galleries like neugerriemschneider and HVW8, as well as Our Legacy and Comme des Garçons stores. It attracts a culturally relevant audience, as diverse as the city itself, and maintains high visibility with constant foot traffic.

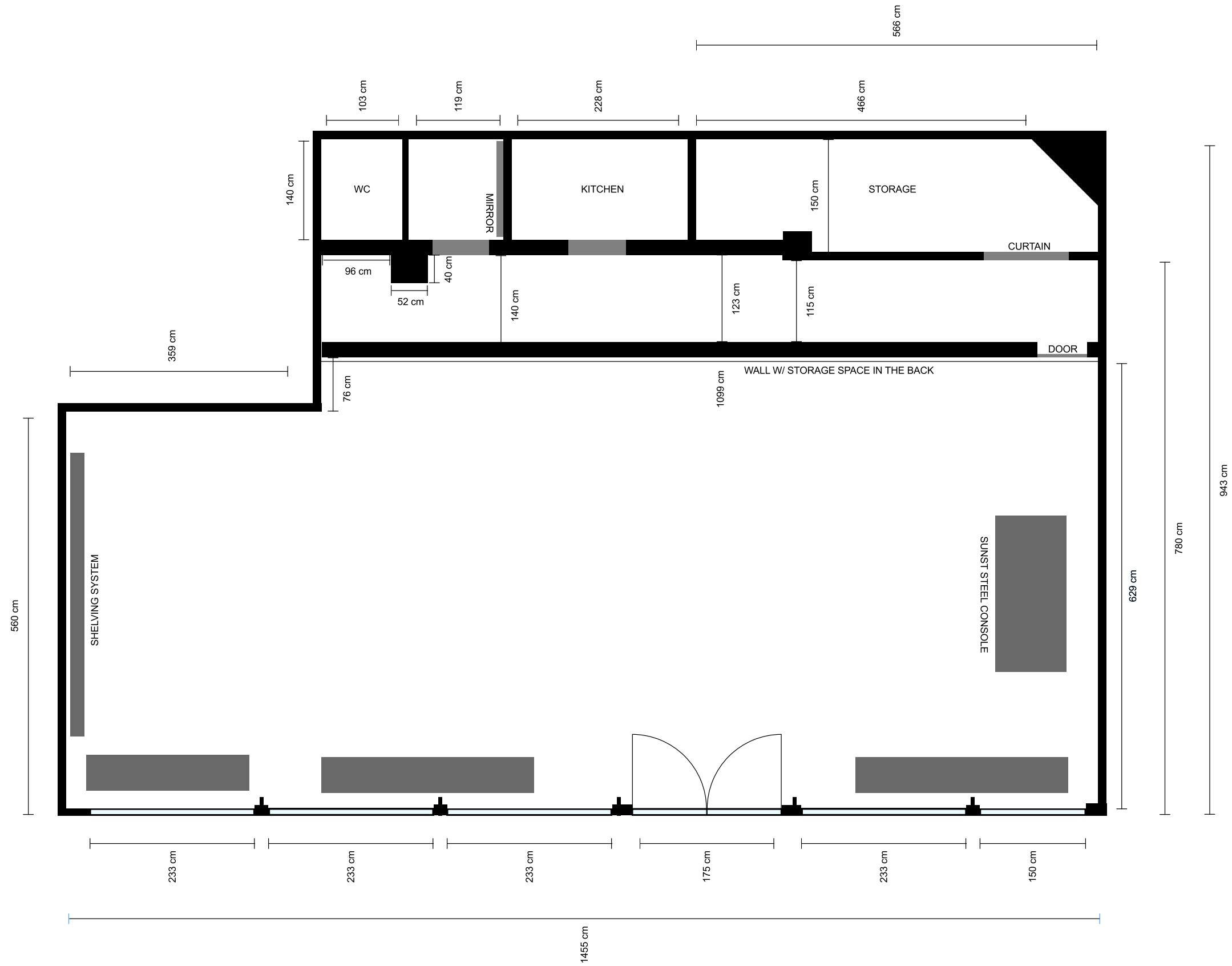
Artsy, energetic, and young would be the best way to describe our audience. They are curious to discover new impulses and willing to invest in products of high quality and craft.



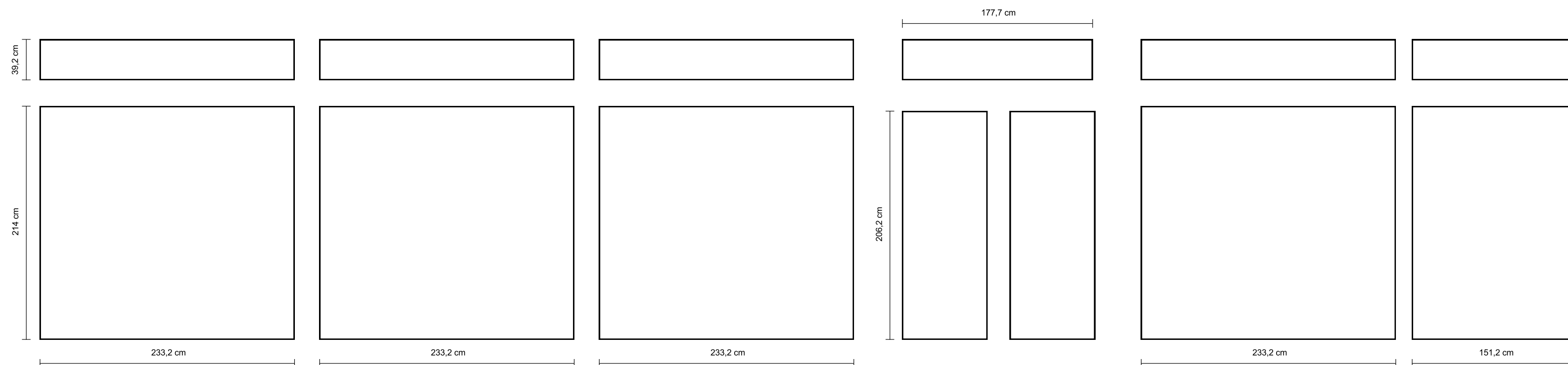
SITEPLAN



FLOORPLAN



WINDOW FRONT



PAST EVENTS

OTTOLINGER

OTTOLINGER ARCHIVE SALE

After Berlin Fashion Week, Ottolinger took over with their renowned archive sale. With hundreds of pieces being restocked daily, people were already queuing before the doors even opened. The event began with an exclusive preview for friends and family, followed by four days open to the public.

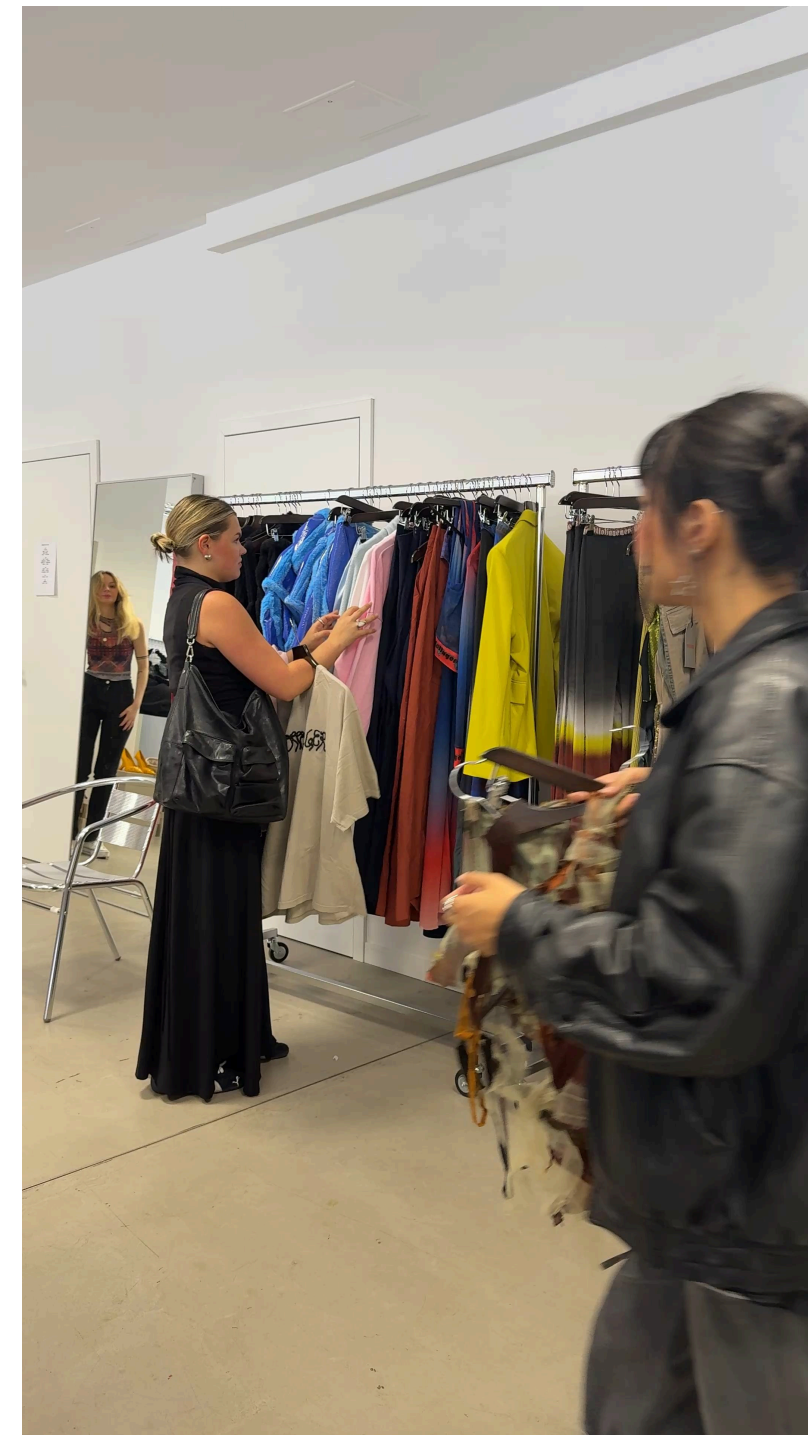




001_LEFT SIDE



PRESENTATION



Nude® Project

NUDE PROJECT RECORD STORE

From Spain to Berlin. A youth-led fashion drop meets IRL experience with live dj sets, custom-made speakers and records, curated clothing, and cold drinks in collaboration with local brands such as H.A.N.D. HiFi, LAP Coffee, and La Marzocco.







ISLA X ASICS SNEAKER LAUNCH

In collaboration with Asics, isla Berlin launched a newly customised sneaker designed in-house. The event showcased the sneaker paired with custom socks and press-on nails, alongside behind-the-scenes videos displayed on a TV installation, printed moodboards, and drinks by Matchasome.





PICTURES BY BEA CORONA



ENDYMA

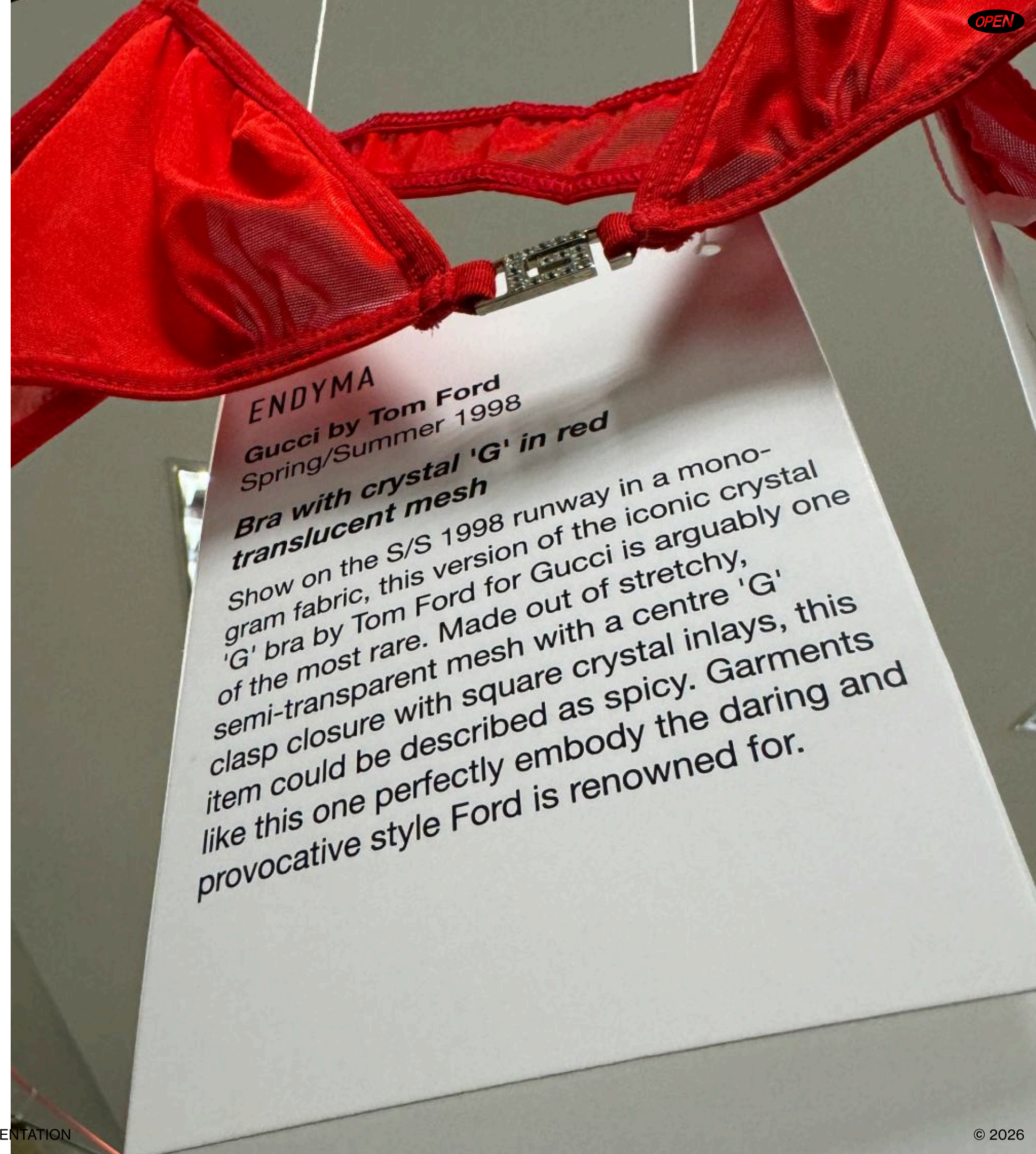
ARCHIVE

ARCHV MRKT I & II

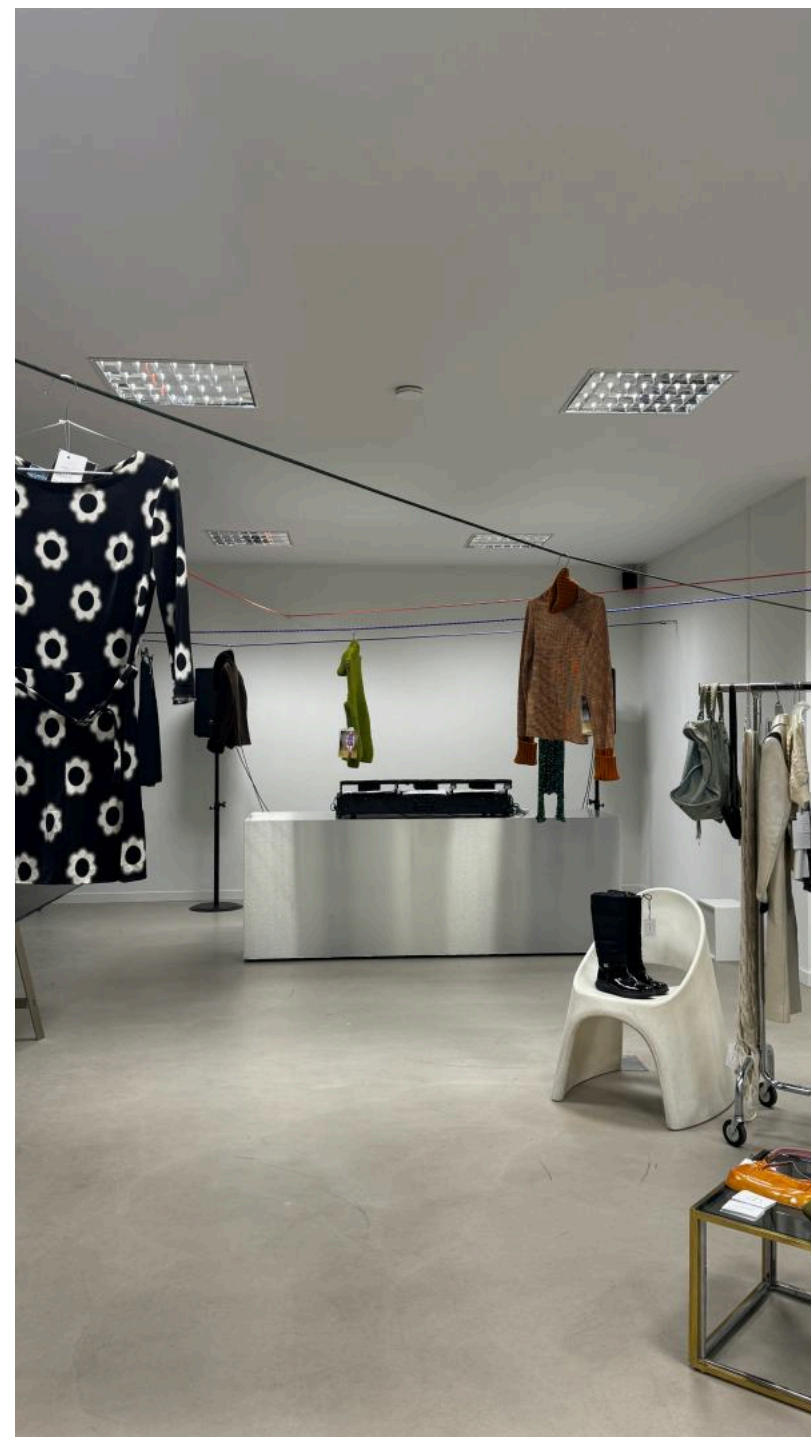
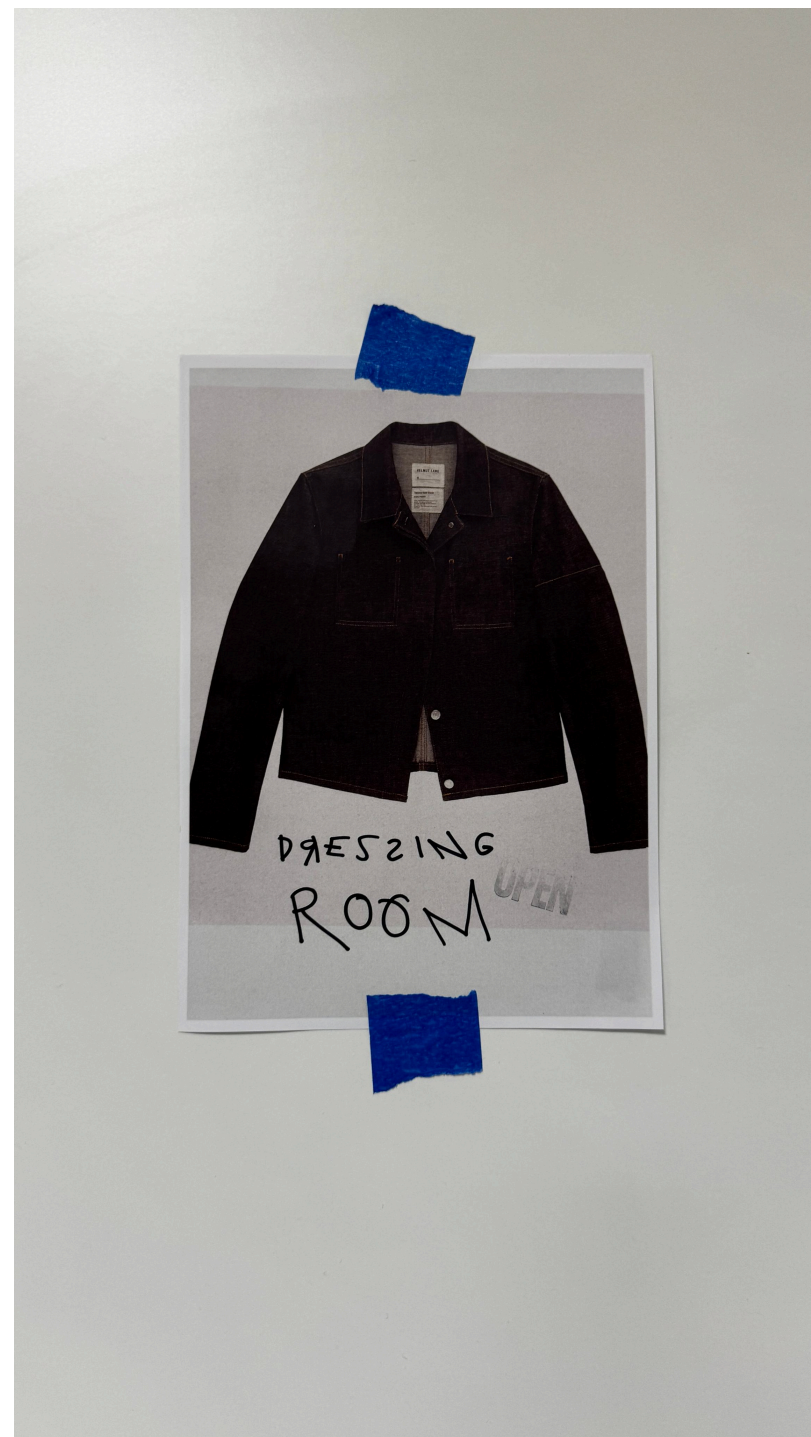
To close the holiday season, we hosted a special market featuring three of the most renowned local archives: ENDYMA, home to the world's largest Helmut Lang collection; velvetknife; and catalogue. Each archive showcased an exquisite selection of premium designer pieces, spanning iconic names like Prada, Miu Miu, Comme des Garçons, and Maison Margiela.

The space was transformed with a striking installation crafted from climbing ropes, creating a visually dynamic atmosphere, complemented by live DJ sets.

For the second edition, the archives Dirty Prada Dream & Radio Tirana joined.



ENDYMA
Gucci by Tom Ford
 Spring/Summer 1998
Bra with crystal 'G' in red translucent mesh
 Show on the S/S 1998 runway in a monogram fabric, this version of the iconic crystal 'G' bra by Tom Ford for Gucci is arguably one of the most rare. Made out of stretchy, semi-transparent mesh with a centre 'G' clasp closure with square crystal inlays, this item could be described as spicy. Garments like this one perfectly embody the daring and provocative style Ford is renowned for.

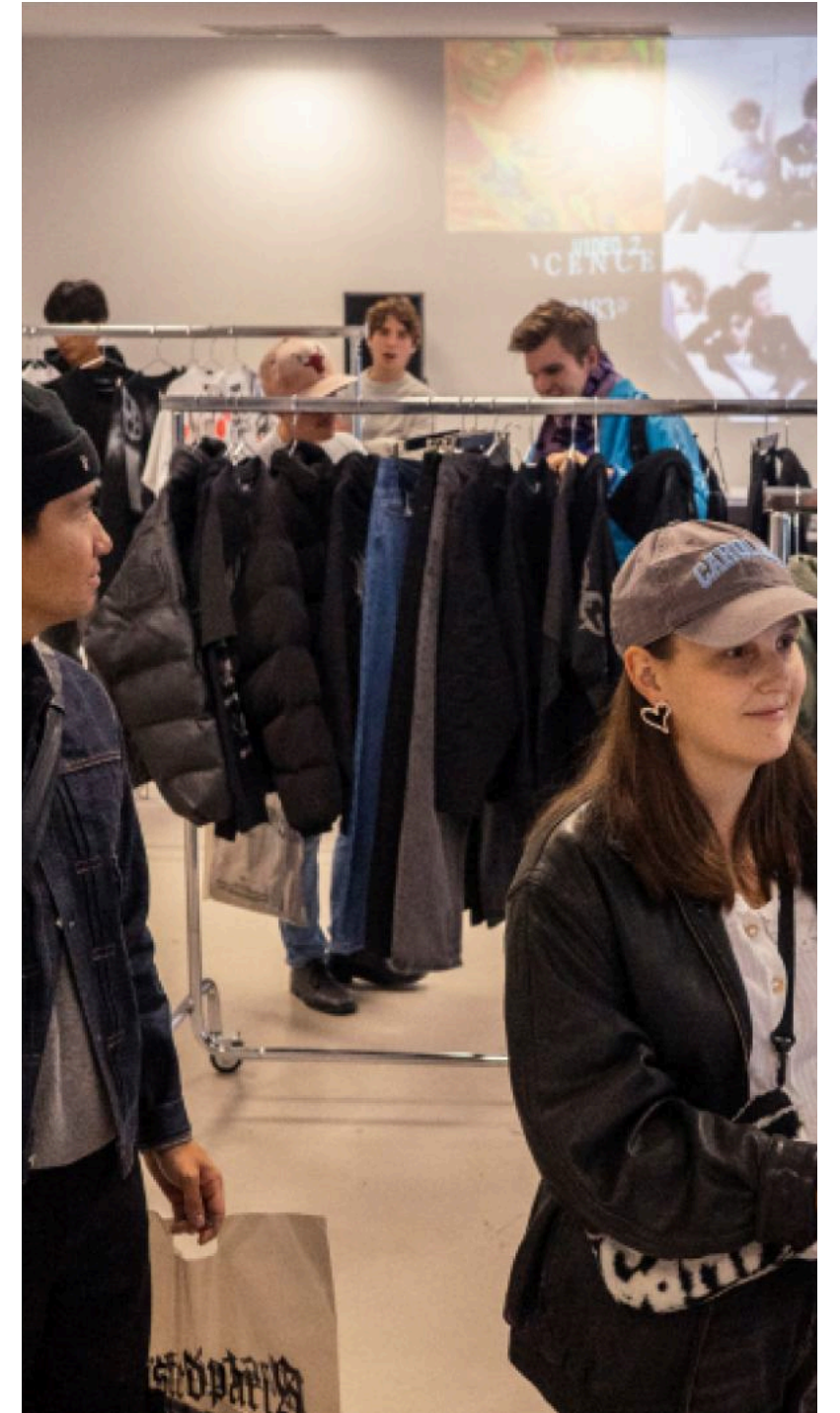


WASTED

WASTED

For the launch of its new collection and the premiere of its 'Happy When It Rains' skate video, the Parisian label Wasted took over our brand space to celebrate skate culture and connect with its community away from home—with a concert, giveaways, and skate fans lining up around the block.





SERGIO BEN MARIO

SERGIO BEN MARIO POP-UP

The artist Sergio Ben Mario unveiled his latest collection, "FUCK IT I'M HIM," alongside an exclusive collaboration with Converse during a three-day pop-up. The space transformed into a hybrid of store, gallery, and hangout.





KALTWASSER TV

KALTWASSER TV

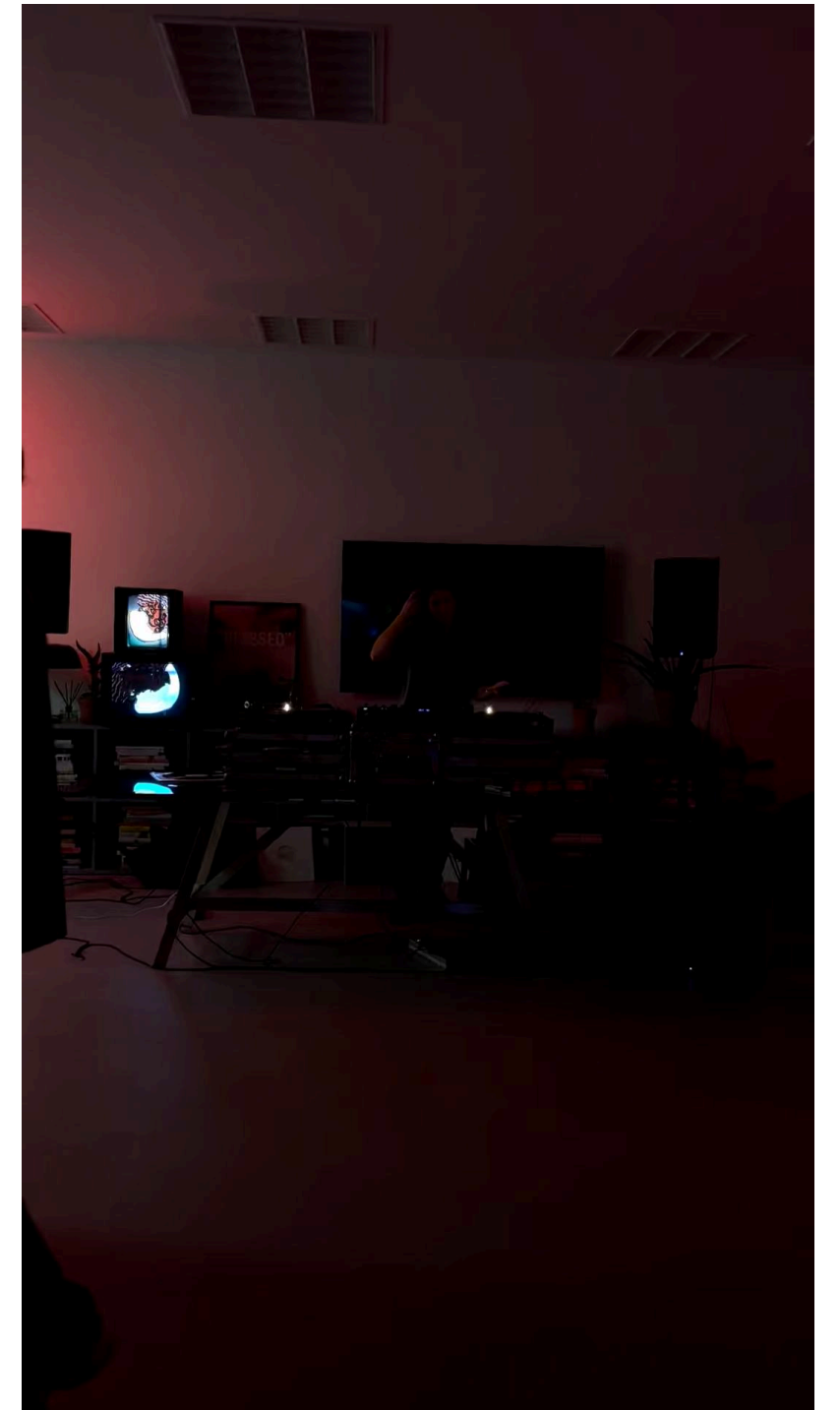
During Berlin Art Week 2023, we invited local artist Kaltwasser TV to take over the space with his striking visual installations. The result was a captivating setup featuring over 70 tube TVs, CCTV cameras, and live visuals crafted from distorted recordings, turning the space into a sensory-driven experience.

The week-long show launched with an opening night featuring Parisian DJ Alice Revel, a limited-edition merch drop, and an interactive element where visitors could take real-time photos within the installation and print them on the spot.





PICTURES BY VALENTIN WEDDE



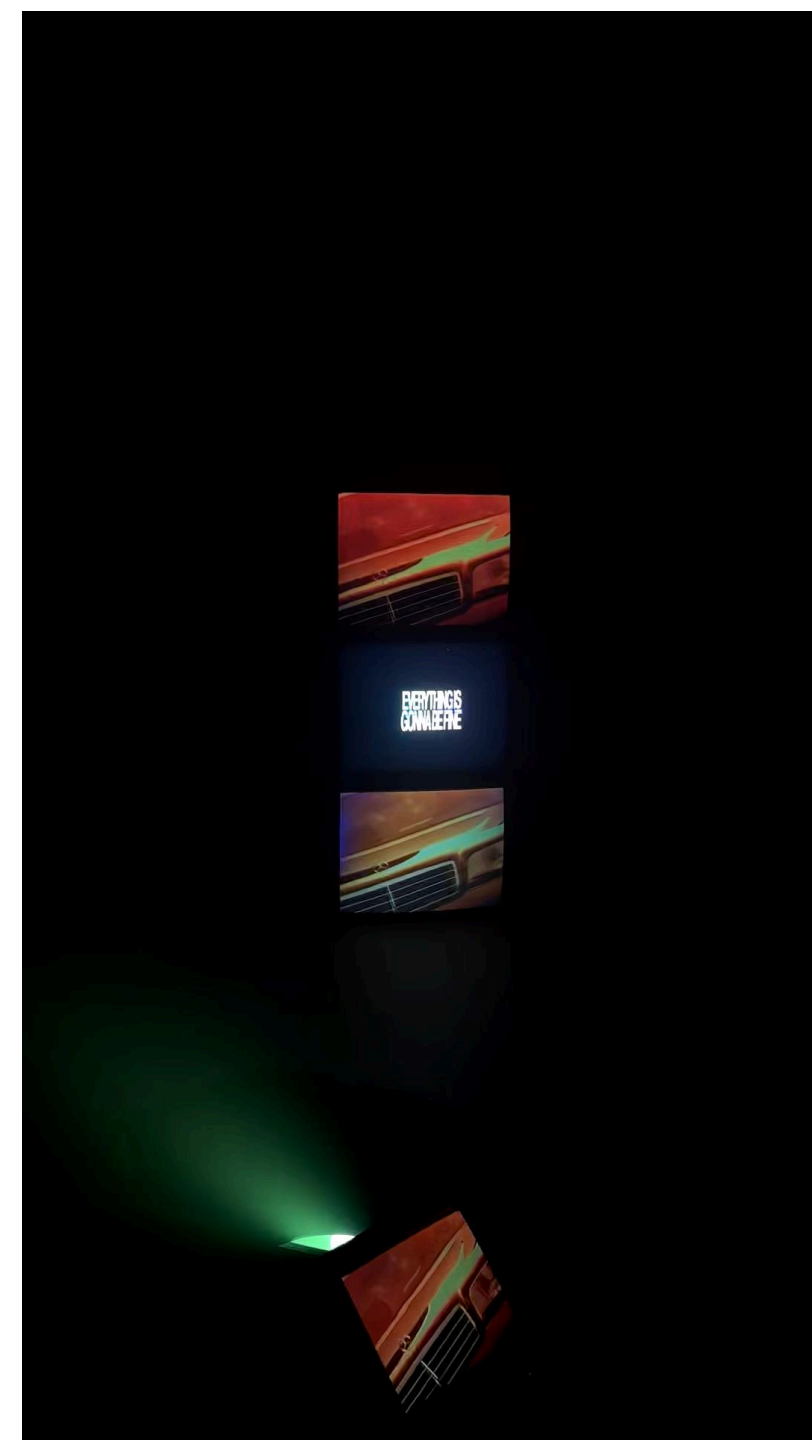
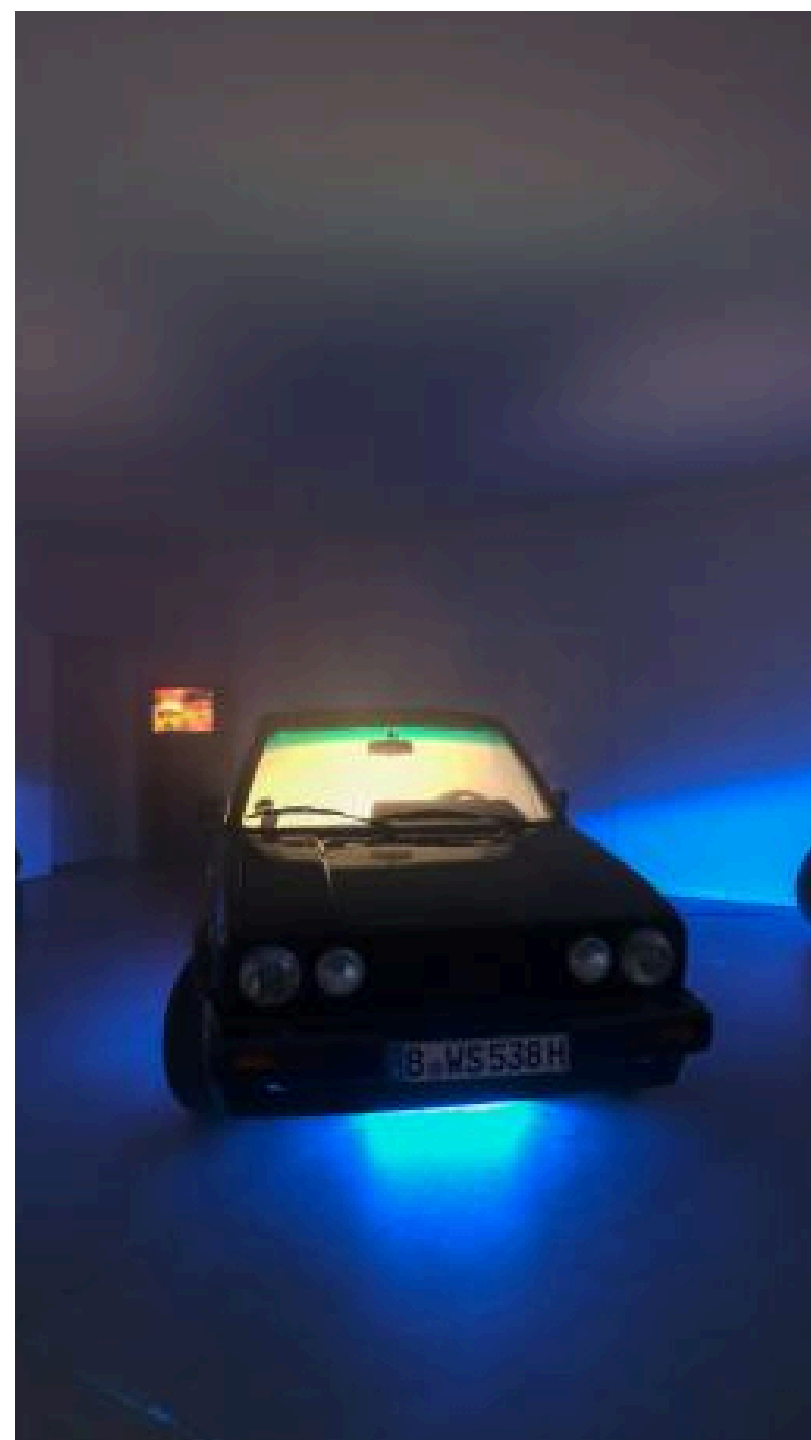
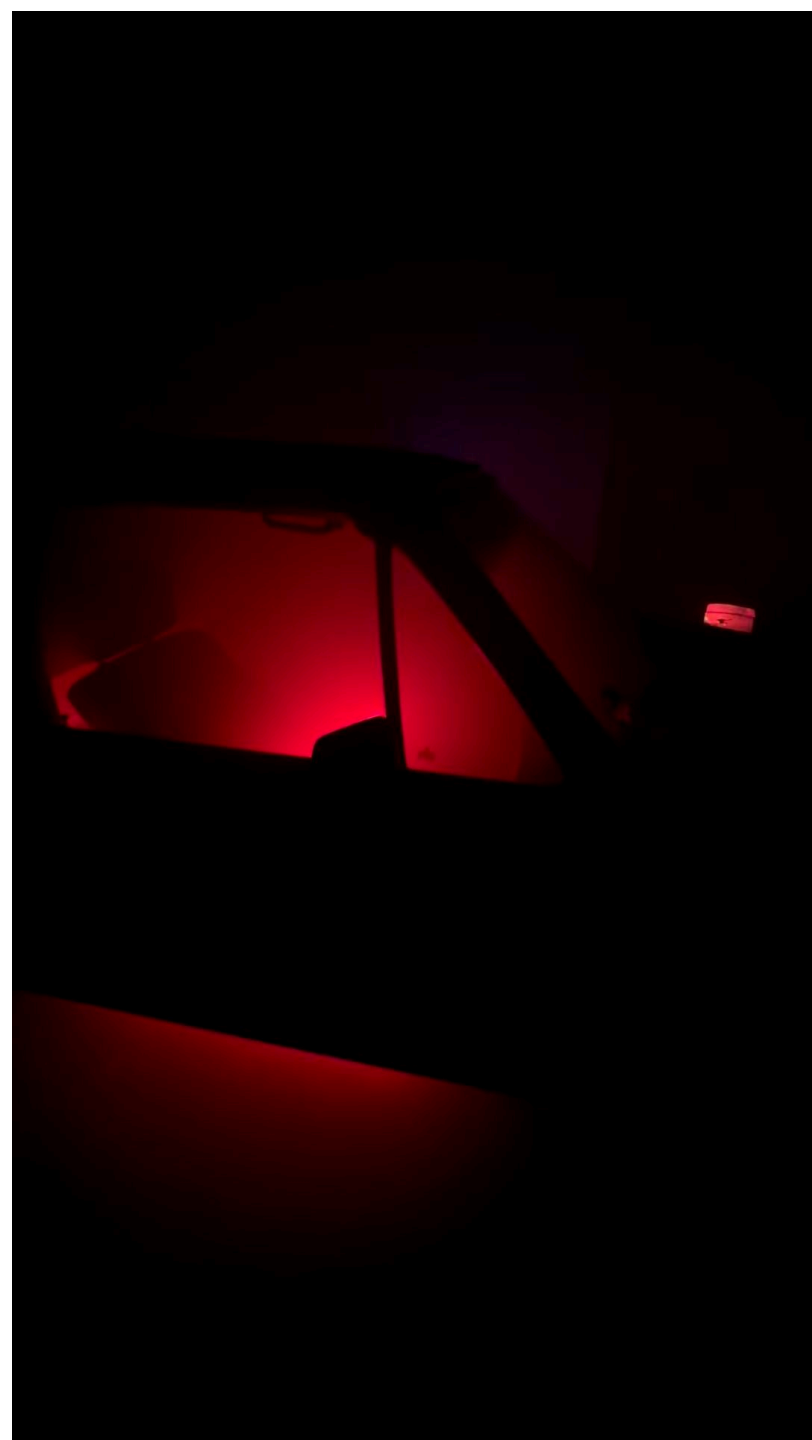
BRONSKY

EVERYTHING IS GONNA BE FINE

With 'Everything is gonna be fine' Creative Director Bronsky created an immersive installation bringing attention to the conflicting dependency of Germany on fossil fuels. Viewers were surrounded by intense sound, visuals, and smoke, as the hopeful promises of the past fell apart in the harsh reality of today.

The installation was on display for four days during Berlin Art Week 2024.





PICTURES BY VALENTIN WEDDE



CREATIVE TALKS

Coffee & Croissants is an event series designed to inspire, foster growth, and strengthen connections within the community. It brings together local cultural voices to lead engaging conversations on diverse topics that shape and influence the creative industry, followed by an open Q&A session.

In collaboration with LAP Coffee, we provide morning drinks and snacks to create a warm, inviting atmosphere.

Past events have featured talks with Studio Mamila, Bottone, and Javier de la Blanca. Up next: Arnaud Ele and two other exceptional photographers.





PICTURES BY ANNIKA YANURA

ICH MACH DEN TOTEN MANN IM MEER

ICH MACH' DEN TOTEN MANN IM MEER

The launch of the poetry book “Ich mach’ den toten Mann im Meer” by Berliner Leander Gebhardt, with photos by Valentin Wedde and design by Samantha Millows, featured a screening, signing session, live reading, and an exhibition of pages and pictures from the book. Centered on growing up in Berlin Mitte, the poetry book brought together the neighborhood’s young creative scene.





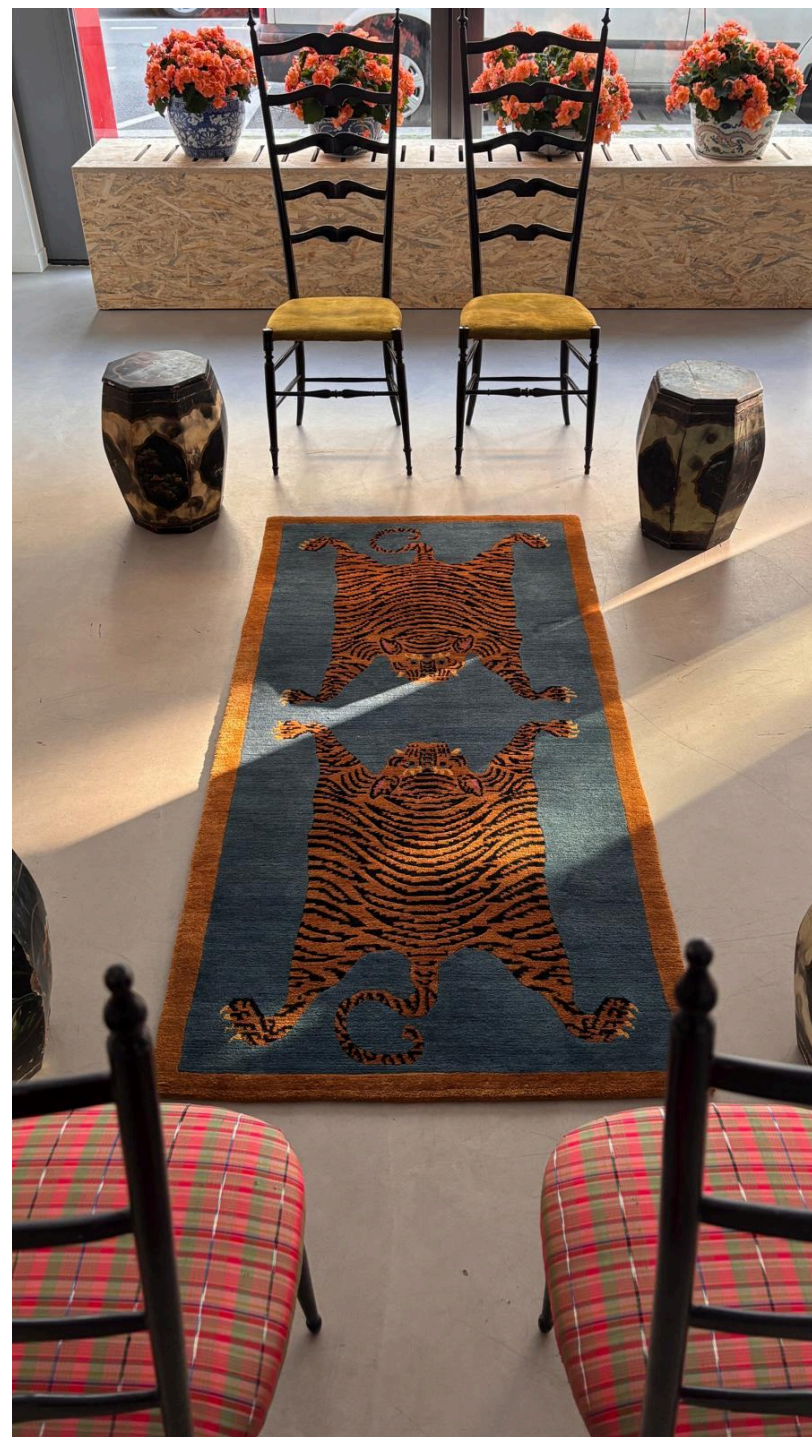
PICTURES BY VALENTIN WEDDE

fine hunting

FINE HUNTING POP-UP

Fine Huntings brought together a curated exhibition of design objects from around the world, alongside striking artworks by Paul Hance and Lilika Strezoska. During the two-week pop-up, the space was activated with a special opening event and a wellness talk.





RECENT HIGHLIGHTS



001_GOT BAG CAMPAIGN LAUNCH



002_MOONSUN KOREA SHOOT.



003_ARTE ANTWERP POP-UP

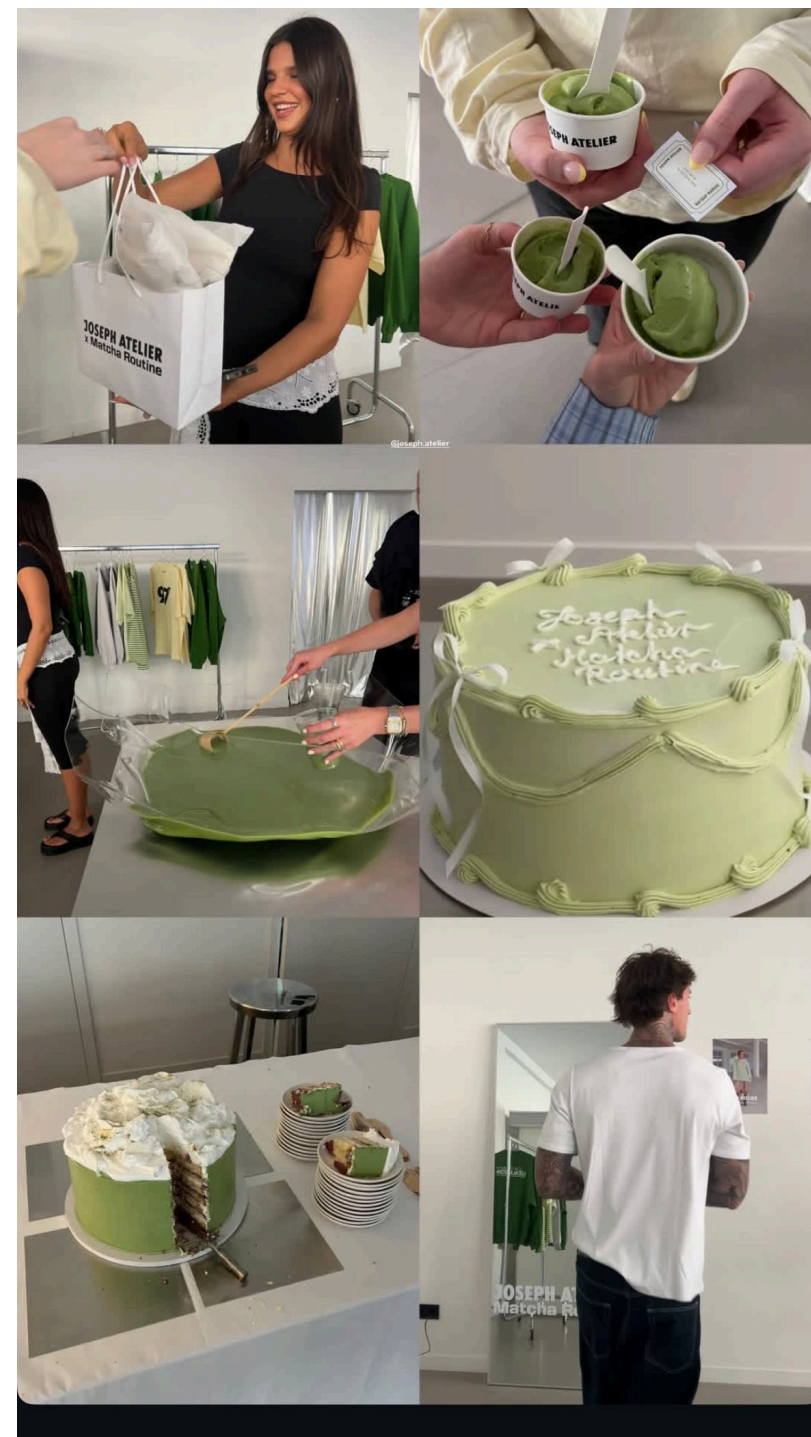


004_ZALANDO X ADIDAS SHOOT

RECENT HIGHLIGHTS



005_ZALANDO X NIKE SHOOT.



006_JOSEPH ATELIER HANGOUT



007_SF10G SAMPLE SALE



008_HARDEL GROUP EXHIBITION

SERVICES

FROM INITIAL MOODBOARDS TO REAL SPACES AND EXPERIENCES,
WE ARE IN FOR THE WHOLE JOURNEY.

RUN BY HY.AM, A CREATIVE AGENCY AND DESIGN STUDIO
KNOWN FOR ITS FRESH IDEAS AND REFINED AESTHETICS.

OUR SERVICES

ART DIRECTION
CULTURAL INSIGHTS
CREATIVE PRODUCTION
DIGITAL EXTENSIONS
EVENT CONCEPTION
GUEST LIST MANAGEMENT
STRATEGY

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