

WHAT WE ARE

FUSION FACTORY is a dynamic concept space for fashion design, gastronomy and catered events. This unique space and charismatic staff offer the perfect opportunity to bring your project, exhibition or event to life.

OUR CLIENTS

SAMSUNG

facebook

dena
Deutsche Energie-Agentur

Instagram

innogy

deliveroo

EichenGlobal

POINT BLANK

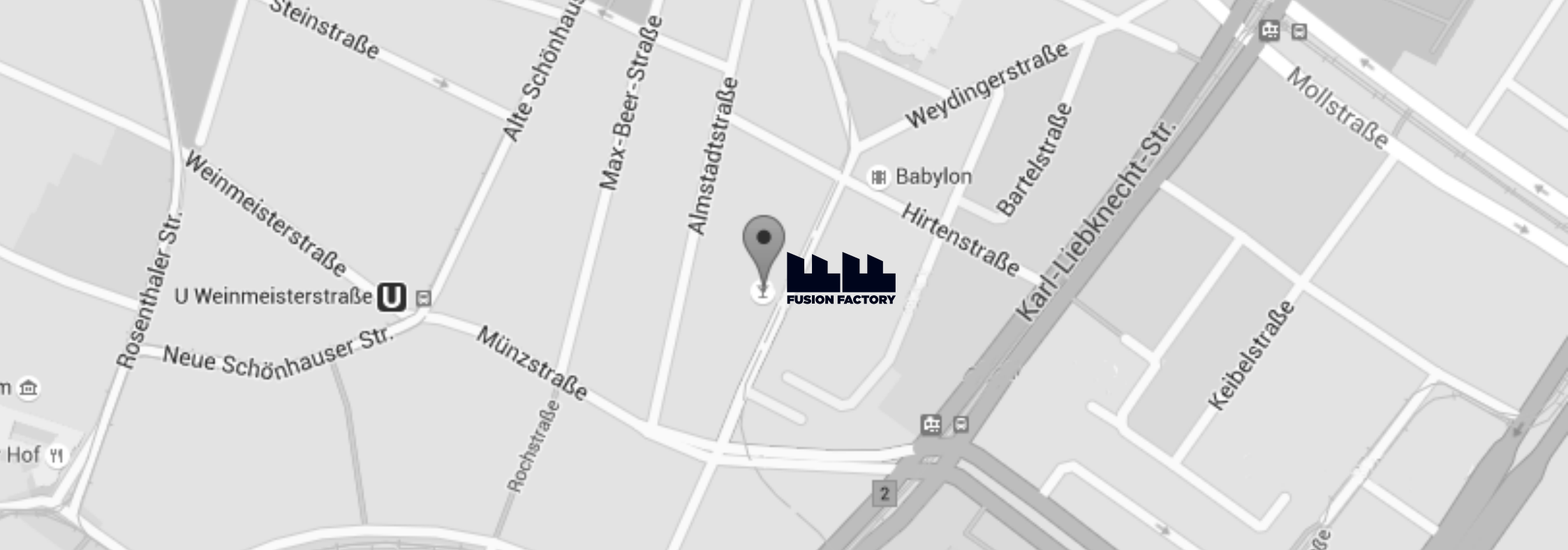
FLIXBUS

365 SHERPAS
Corporate Affairs & Policy Advice

indeed

Quadriga

Gray Line
ICELAND



Rosa-Luxemburg-Straße 17, 10178 Berlin

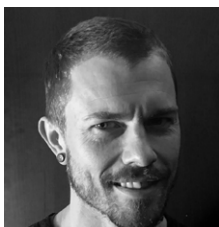
Located in the center of Mitte and in walking distance from U-bahns:
Alexanderplatz, Rosa-Luxemburg-Platz and Weinmeisterstraße.





**WHO
WE ARE**

WHO WE ARE



Founder + CEO +
Creative Director

Michael Pattison

During his NZ design studies, completed in 2001 Pattison, at the age of 19 launched the Michael Pattison label. The charismatic entrepreneur with 10 successful years, in NZ, 4 consecutive fashion weeks and various accolades under his belt, left NZ in 2011 to seek out new challenges. Pattison's extensive hospitality experience landed him jobs as a chef in Berlin, only adding fuel to his dream of combining food and design.



Co-founder + CFO

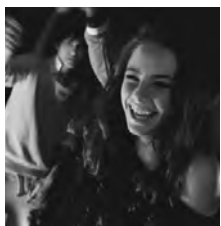
Sebastian Hassold

During his interdisciplinary Technology and Business Management studies at the elite University of Technology Munich, which he completed in 2010, and through his professional experiences at Siemens, the UN and in the New Economy in Munich, Rome and Berlin, Sebastian collected experience in human resources, organisation, strategy and SEO. From 2011, aside to his philosophy studies, he focused himself to expand his music and dance network in Berlin, where he met Michael Pattison. Together they developed the concept of Fusion Factory in 2015.



**WHAT
WE DO**

WHAT WE DO



EVENTS & FUNCTIONS

Fusion Factory is available for hire for Functions & Events, launches, corporate events or training, Film & Photography location, birthdays or whatever you desire. Menus, catering and drink specials can be designed for your occasion.



BAR

The artfully curated bar stands at nine meters long offering an unrivalled selection of premium spirits, unique Fusion concoctions, beer, champagne and soft drinks. Just ask for a classic favourite or a drink tailored just for you. Our pouring range includes Ciroc vodka, Tanqueray gin, Appelton's estate signature blend rum, Wooford Reserve bourbon and El Jimador 100% agave tequila.



KITCHEN & CATERING

Our gluten free & intolerance friendly kitchen offers inspired fusion menus for all occasions. In-house we produce daily fresh sweet and savoury baking, salads, platters & an ever-evolving selection of delicious tapas style plates to share late into the evening. The fusion kitchen boys are an undeniably passionate and creative team, able and eager to cater your private events, either in-house or at your location, with a fresh tasty approach to food.



FASHION

In-house, factory founder, Michael Pattison produces a colourful range of men's and women's clothing, make to measure tailoring and offers his technical skills and atelier facilities to complimentary designers.

The beautifully curated retail space represents emerging fashion labels, jewellery and design products.



**THE
SPACE**

THE SPACE

Fusion Factory in total is a 450m² basement located at Rosa-Luxemburg-Strasse 17 in the heart of Berlin, Mitte. The blue-neon stairwell descends into a semi-industrial underground space with a 250m² gallery featuring exposed brick walls and expansive parquet floors and staging around a granite tiled “dance floor.” The modular furniture provides space for artists to design, create, display and sell their creations.



THE SPACE/THE FACTORY HALL

The versatile 250m² main room offers the opportunity to hold private or corporate functions with a capacity of 200 people seated or 350 standing with the benefits of the bar & kitchen facilities to cater for your every need.



THE SPACE/THE FACTORY HALL



THE SPACE/THE CONTROL ROOM

Adjacent to the main room is an equally versatile 40m² space which has potential uses as diverse as private dining or lounge, workshop/co-working space to photography studio or back stage for fashion events.





THE FLOOR PLAN

THE FLOOR PLAN



Street Entry

Rosa-Luxemburg-Strasse



**TAILOR
YOUR
EVENT**

TAILOR YOUR EVENT

Fusion Factory offers two areas for your function and entertainment. The 250m² “Factory Hall” and the smaller 40m² studio aka “control room!” Each space possesses the ability, in cooperation with our creative staff and furniture partner Rent4Event, to be transformed to your most simple or elaborate dream and desires.

OPPORTUNITIES

Corporate functions and education
Off-site catering
Buffet lunches and entertainment
Product launches
Exhibitions
Hen & Stag dos
Wedding receptions
Birthday parties
Christmas parties
Champagne brunch
Client & business meetings & presentations
Private dining

Personalised private functions
Fashion shows & sale rooms
Gastronomy Events and tastings
Co-working & workshop opportunities
Photographic studio hire
Film location and Catered unit base
Film screenings & Public viewings
Karaoke
Rehearsal & performance space

FACILITIES

Furniture rental
Tailored function menus
Full bar services
Kitchen rental
Conference seating
Professional service staffing
Coffee, tea and soft drinks
Cable internet
In-house DJ
Graphic Design services
Fashion Styling and individual tailoring/costume
Art direction

TAILOR YOUR EVENT/SCHOOLING

Our spaces can easily be transformed into a schooling environment and through rental of appropriate furniture we can arrange seating and desks for up to 180 people in the Factory Hall.



TAILOR YOUR EVENT/DINING

As depicted we can arrange the -factory hall to cater for up to 180 people seated with our furniture supplier and decorate the tables accordingly. The kitchen can provide tailored menu options at your request to best cater your big event.



TAILOR YOUR EVENT/FASHION

In-house Designer, CEO and Creative director Michael Pattison has a well equipped fashion atelier & photographic studio in the space and uses Fusion Factory daily to design and sample collections, individual tailoring and offers the opportunity for designers and creatives to employ his technical skills and or shows, presentations, shoots and or exclusive catered events for their valued customers, press and potential new clients.



TAILOR YOUR EVENT/CREATE

Fusion Factory has an open plan 250m² Gallery space with 3.6m high ceilings and 15m deep shooting range with roof mounted 2.72m wide photographic back-drop and projector screen for screenings and or presentations. Fusion Factory can also cooperate in arranging technical equipment and set up for your particular shoot and comfortably seat 180 people for a screening. The exposed brick walls, beautiful parquet floor with a 5m² granite tiled central “dance-floor” offer various possibilities for a shoot with a little Berlin Character.



TAILOR YOUR EVENT/FASHION WEEK

Fashion Factory offers the perfect opportunity and environment, in the middle of Mitte, for international and local designers to shoot, display, sell, present and even cut and sample their collections. The 50m2 Transformable “Control Room” off the main hall can be equipped with racks, comfortable seating and a central table offering space for designers and agents to entertain buyers and sell seasonal collections during or outside of fashion week without interruption.



TAILOR YOUR EVENT/CO-WORKING

The Control room can be arranged to handle a more debauched private affair with tables seating in a loungy atmosphere for up to 30 people. Alternatively we can fit up to 50 seated people and provide catering and facilities to present, pitch to, or educate your valuable customers.





THE KITCHEN

THE KITCHEN

Fusion Kitchen offers fusion based, gluten free/intolerance friendly fresh food options. We provide an ever changing selection of tapas/small plates ideal to share amongst friends, perfect for the Mitte business customer. Our passionate chefs, are available to cater private functions and events with a fresh simple tasty approach to everything they produce.



THE KITCHEN



THE KITCHEN





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THE BAR



 **CONTACT**

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For general enquiries please contact **info@fusion-factory.de** or call the business line on **030 55 60 56 68**.

If you have any concerns or praise for our staff, please contact:

Contact Mikey: 0176 20 35 55 14 regarding events, fashion & styling or bar & kitchen related inquiries. (engl.)

Contact Sebastian: 0176 20 35 55 15 for events & marketing. (german/engl./ ital.)

Website: www.fusion-factory.de

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