

## History and innovation: BSBI @ Alte Post

[Berlin School of Business and Innovation \(BSBI\)](#) officially launched in May 2018 with a group of nine students, offering bachelor's and master's programmes in business administration, marketing, finance, tourism and hospitality events management. BSBI's offer is built around three core concepts – enterprise, leadership and success – and we try to combine traditional classroom-based teaching and blended learning.

Since then, we expanded the nationalities represented by our overall student and alumni body to a total of 104, including Latin America, Southeast Asia, China and the Middle East. Our international recruitment alone produced a student community belonging to 34 countries in 2021. This is an achievement that BSBI showcased with the production of over 40 testimonial videos and reviews from students. Today, BSBI has a student network of more than 3,000 students, including alumni.

With a growing student body and expanding portfolio of programmes, BSBI has outgrown its original campus in Potsdamer Strasse, and looks to find facilities at Alte Post that would support the development of the institution. In Alte Post, BSBI will create a connection with the area through the historic building, whilst the modern interior and facilities will allow for the education of the professionals of tomorrow, paying homage to the past while investing in the future.



The Alte Post is the former main post office in the Berlin district of Neukölln. The former imperial post office, inaugurated in 1906, is an elaborately designed monument and one of the most striking buildings on Neukölln's Karl-Marx-Straße. Between 1923 and 1926, the telephone exchange designed by Arnold Kayser was built in Donaustrasse, adjoining the post office building.

The main building combines stylistic elements of the Renaissance and references from other eras. It was designed as an axially symmetrical, two-winged building sloping towards today's Karl-Marx-Straße. The main façade, crowned by a central gable, is oriented towards the corner of the property and is retracted behind a semi-circular porch. The side fronts have powerful gable ends and are oriented to both streets. Before the Second World War, the design of the building was even more complex. Previously, an entrance pavilion with a baroque onion dome and a roof tower, also located in the central axis of the building, emphasized the main front.

From 1979 to 1982, extensive construction work was carried out: a new building was added to the former loading yard, the historical exterior building, which is important as a "distinctive place mark" in today's urban space, was restored and the interior of the building was renovated. This renovation of the interiors included a complete modernization, right through to the reorganization of the offices and ticket halls. The letter counters and mailboxes were housed in the original counter hall on the ground floor, while the main counter hall was relocated to the first floor.

In 2003, the former main post office moved into 44 new premises and the Alte Post building hosted exhibitions, theatre productions, student workshops and events until 2008 on the initiative of the district office of Neukölln.

The renovated building boasts 17,000 square metres of space. The new campus offers modern equipment and facilities including an audio and visual studio, IT laboratory, cafeteria, lounge areas, rooftop access and terraces. The space features 20 classrooms and 2 auditoriums, that can be combined into one by a moveable wall to accommodate nearly 80 people.



The space is highly conducive to innovation, academic and social activities, and meaningful networking opportunities. This distinctive blend of qualities is fitting for BSBI. We are an institution whose depth is measured by the combined global experiences of staff, faculty, the undeniable vibrance of the young student community and our innovative practices. The Neukölln district is a melting pot of cultures, and BSBI we will bring an even truer sense of diversity to this urban neighbourhood.

One of the highlights of the building is the domed structure in the terrace, with a total of 202 m<sup>2</sup> currently allocated to host the many initiatives and events BSBI organises on campus.

