

From inspiration to a new dimension

Why the Estrel Tower is the next logical step



© Estrel Berlin / Renderkitchen 3D

Like many great visions, the Estrel Tower started out small: as a simple sketch on a napkin. This spark of inspiration grew into an architectural statement uniting vision and function – an extraordinary landmark set to define the future of events, business, and hospitality.

When construction for the original Estrel Berlin first began in Neukölln, the district was not yet on the map for international guests and large-scale events. At the time, the Estrel was located outside of the city center, in an often-overlooked area, surrounded by commercial and industrial sites. For many, this was hardly the kind of location from which they would expect a trail-blazing global hub to emerge – yet it was precisely these characteristics that became the Estrel's greatest strengths. With a clear vision in mind, the Estrel quickly established itself in Neukölln as an international hotspot. The construction of the new Estrel Tower marks the next logical step in the more than 30-year success story of the Estrel World.

The multi-use concept embodied by the Estrel Tower has been at the heart of the Estrel Berlin from the very start. Combining the Estrel Hotel, Estrel Congress Center (ECC), and entertainment follows a simple but powerful principle – bringing a wide range of facilities together. The Estrel Tower is taking this legacy forward into an exciting new era. As well as a hotel, event spaces, and gastronomy, the Tower offers long stay rooms and suites for longer stays, coworking and office spaces, and social areas for informal meetings. Functions segue seamlessly into socializing and conversation; work and overnight stays go hand in hand.

In short, spaces create possibilities rather than setting limits. The Tower combines business, hospitality, and living, in alignment with today's culture of international stays and business events.

At the same time, the Estrel Tower is staying true to its roots as a family-led business. It all began with Ekkehard Streletzki, and now Maxim Streletzki is taking the lead, with an interplay of expertise, invention, and new perspectives laying the foundations for the road ahead. With the Estrel Tower, Maxim Streletzki is launching a brand-new era for the Estrel World, combining entrepreneurial continuity with innovation and a clear focus on sustainable development.

Today, the Estrel Tower – standing 176 meters tall – is already shaping Berlin's skyline. When the Tower opens its doors in late 2026, locals and visitors will be invited to step inside and experience this vision: an urban cosmos, a breeding ground for new ideas.