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Factory Berlin Evolves into Factory Network: A New Chapter Begins

Factory Berlin announces a significant transformation by leaving its largest campus, the Görlitzer Park location, and redesigning Factory Mitte, Factory Berlin's original campus, with a club house design concept inspired by the comfort of home office. This decision reflects a new strategic direction for the company.

In 2016, when Factory Berlin opened its Görlitzer Park location, the company launched a campaign which declared that "*coworking is dead*". At that time, that statement reflected the Factory Berlin's vision to build a curated community of innovators and creators with access to talent, innovators as well as campuses across Berlin and later Hamburg.

Now following the pandemic, that prediction has been realized in a completely new way. Zino Soyka, Factory Berlin's CEO, believes that the shift in work dynamics is permanent and the workforce won't go back to office or coworking spaces again.

The future of work is out-of-home home office. In keeping with this vision, Factory Mitte, Factory Berlin's original location, is re-opening to its community of 4500+ innovators and creators with a new club house design concept.

Inspired by living room design, the location will embody the comfort of home, providing a space where members can work, network, and party. The location will also relaunch with a new restaurant concept, as well as an after-hours bar for members and guests.

Factory Berlin's roots are deeply entwined with the city's industrial and innovative heritage, situated on the historic site of the Oswald Berliner Brewery. The location is not only a testament to Berlin's architectural and industrial history but also a symbol of regeneration and innovation.

Along with this move comes a strategic rebranding into Factory Network, and a new vision statement, "Give the innovators an empowering network."

Factory Network will be a member-only business club for investors, founders and innovators. Spaces, events, programs and partnerships empower members to build the next generation of tech businesses.

Zino Soyka, CEO of Factory Network, is truly excited for this new chapter, "*Factory Network is the next evolution of our model. Our aim is to offer an experience that supports the personal and professional growth of founders, investors and innovators, so that they can build the next generation of European unicorn companies. We are the home of the network.*"

The construction plans have been finalized and should be completed by June to mark the 10 years anniversary of Factory Network's foundation.

About [Factory Network](#):

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Press & PR, Brand Guidelines:

<https://factoryberlin.com/press>

Key Figures:

- 4500+ members
- 150+ in-house startups
- 19% of Berlin-founded startups (2019, Gründerszene report)
- €5.6 bn raised by community startups (2017 – 2023)

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