

AL Berlin × Tzkrati

Culture, unfiltered. Infrastructure, intentional.



How a Berlin-based cultural hub found a partner that understood the weight behind the scenes

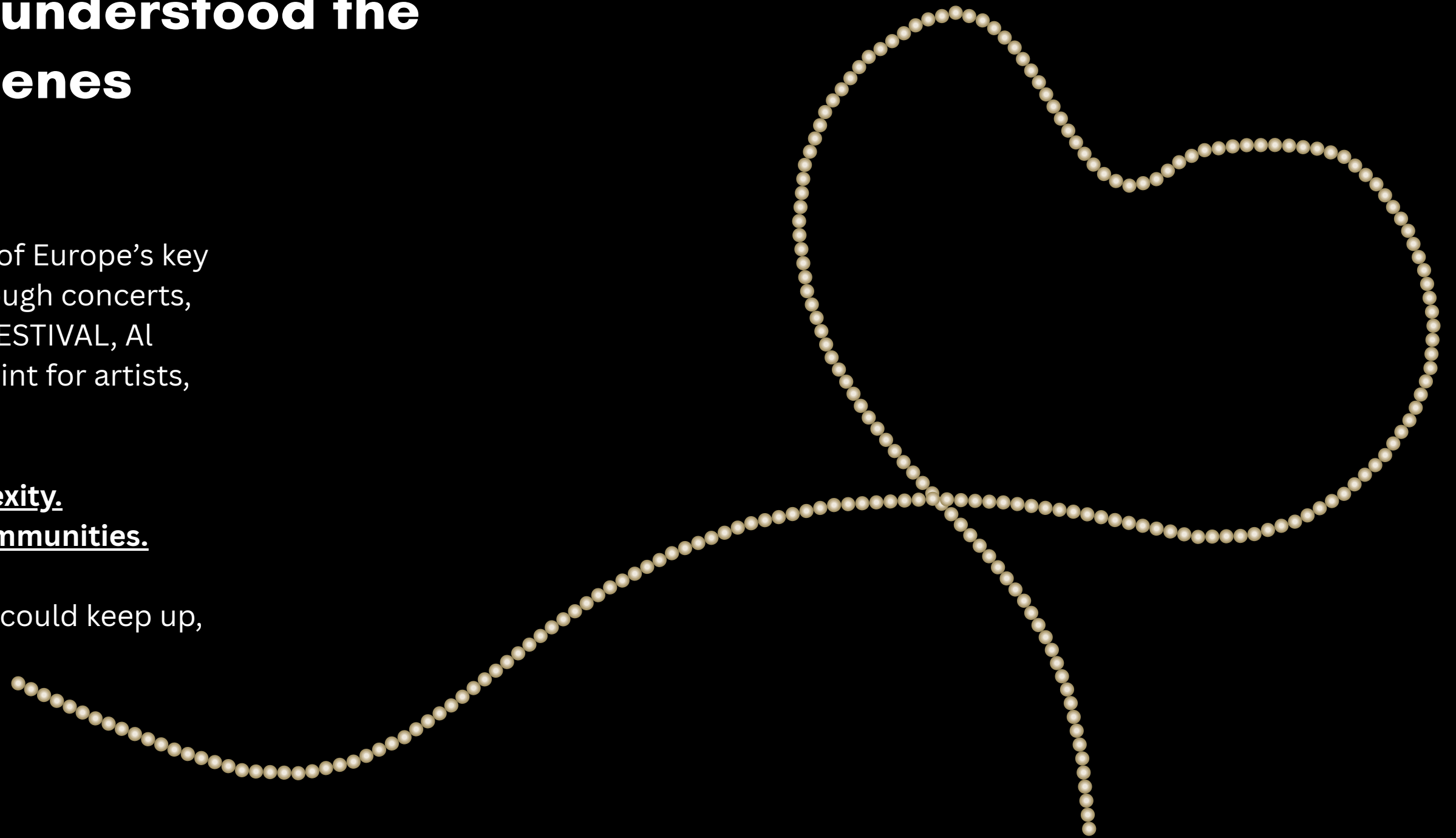
Since 2019, AL Berlin has grown into one of Europe's key spaces for Arab cultural production. Through concerts, film screenings, talks, and its annual AL.FESTIVAL, AL Berlin has become a trusted gathering point for artists, thinkers, and diasporic communities.

Behind every event, however, lies complexity.

Multilingual audiences. Cross-border communities.

High expectations.

AL Berlin needed a ticketing partner that could keep up, not only technically, but culturally.



That's where Tzkrti came in.

Why the usual platforms didn't fit a community-first initiative

When tools work, but don't belong

In its early days, AL Berlin relied on its own website for ticketing, flexible, but fragile. As the AL Berlin grew, it experimented with established platforms such as Resident Advisor. While functional, these solutions left important gaps:



No real-time, human communication



No regional or cultural context



Limited control over audience data and relationships

The issue wasn't features. It was fit.



"We lacked the technical capacity to maintain our own system, and the alternatives felt detached."

— AL Berlin

“We needed someone who listens and adapts”

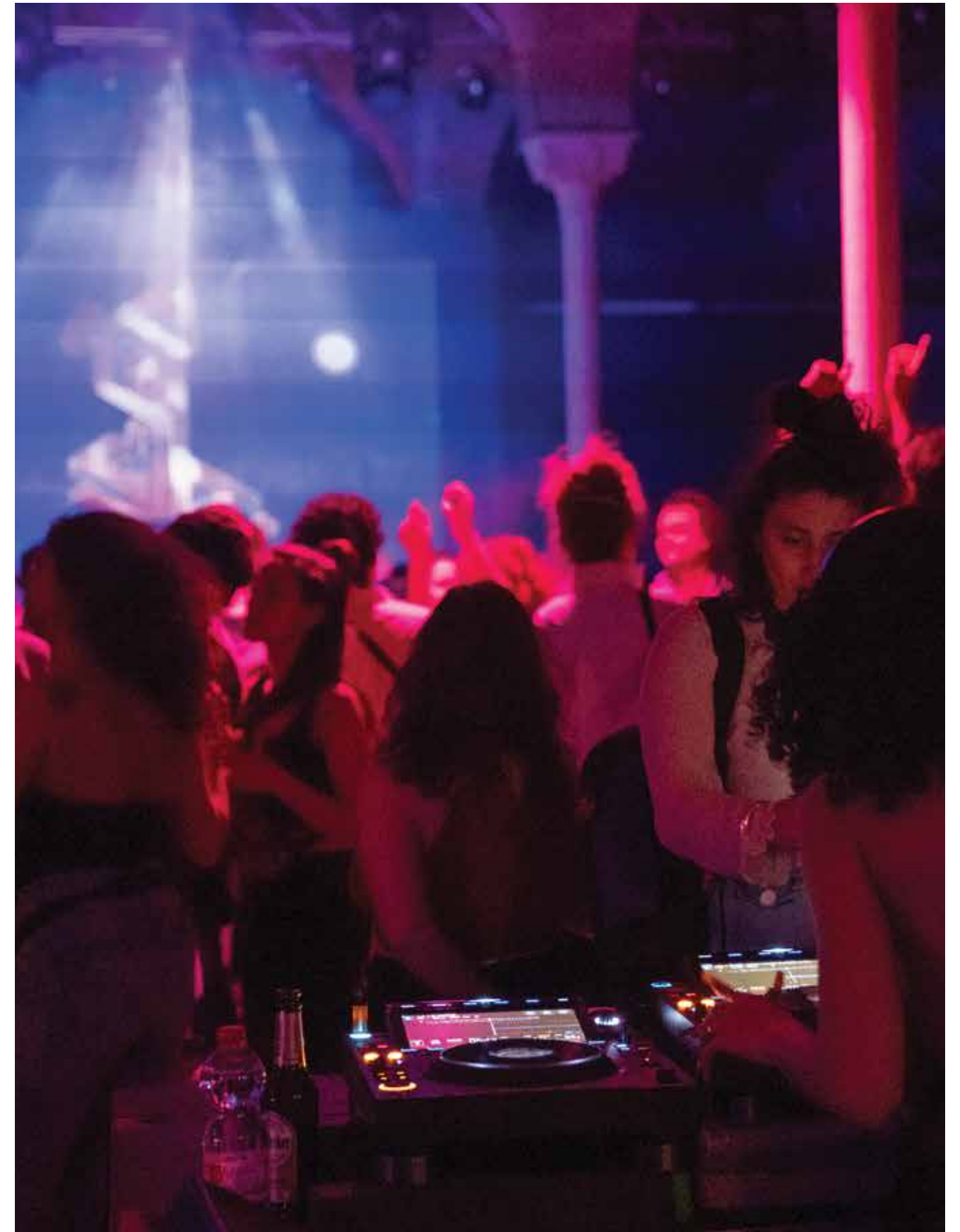
How trust, not tooling, became the turning point

AL Berlin wasn't looking for more dashboards. They needed responsiveness, understanding, and autonomy.

“With Tzkrti, it wasn't just about selling us a product. They listened. They stayed close.”

— AL Berlin

The collaboration grew out of shared values: flexibility, care, and alignment. Just as importantly, Tzkrti's financial model was clear, fair, and realistic for an independent cultural space, removing barriers to entry without compromising on support or service.



“We stopped worrying about ticketing.”

Less time on logistics. More time on what matters.



Refunds and last-minute changes were handled smoothly



The platform supported both Arabic and English audiences



AL Berlin retained full control over branding, design, and communication



Create the events that shape culture: your scene, your audience, your way

“Ticketing used to take hours. Now it takes minutes.”

The operational relief organizers often underestimate

What AL Berlin Needed

What Tzkrti Delivered

Clarity & control

Clean interface and full data ownership

Language access

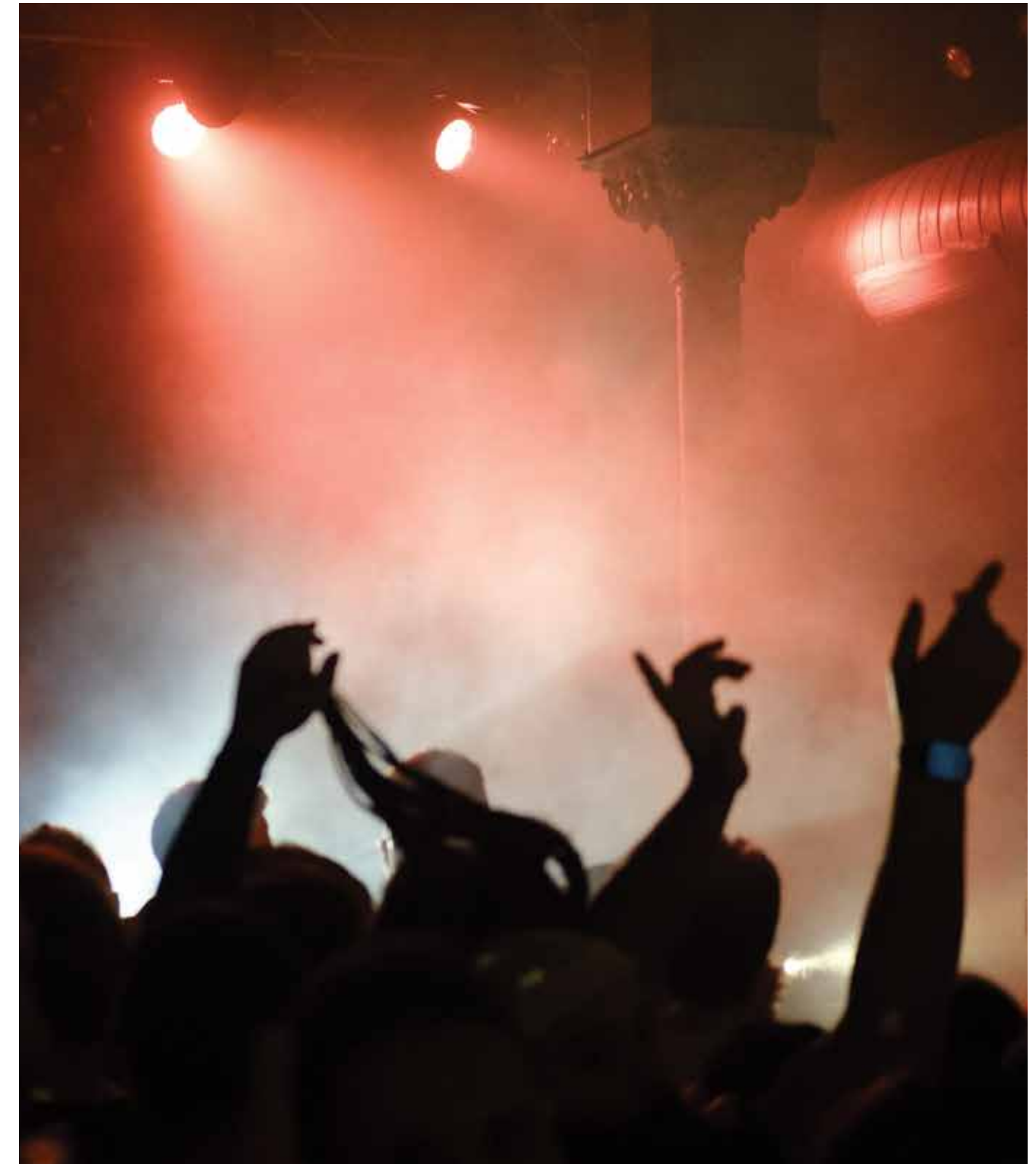
Multilingual checkout experience

Reliable support

Real-time responses, even off-hours

Audience confidence

Fewer issues, more returning guests



“People come back. That says it all.”

– AL Berlin

“We’re growing, but on our own terms.”

A festival that scales with care, not speed

With the seventh edition of AL.FESTIVAL on the horizon, AL Berlin continues to expand thoughtfully.

Tzkrti remains part of the infrastructure supporting that growth, quietly, reliably, and without imposing constraints



For organizers building across borders and contexts

Your ticketing system should reflect your identity

Whether you're hosting local communities or reaching audiences across cities and countries, your infrastructure should work with your values—not against them.

tzkrti
.com

is built for how culture actually works.

