

Robert Eysoldt new board member of CREATE BERLIN

Berlin, April 14 2009

During the latest CREATE BERLIN member's meeting Robert Eysoldt was elected to become the new board member. He will replace Wilfried Lembert of minimum einrichten, who will continue to take part in CREATE BERLIN's activities in his role as a member. Robert Eysoldt is going to put his focus on member relations and the development of new formats and events for CREATE BERLIN. „I am conducting CREATE BERLIN since the early days of the network. In 2007 I was a co-organizer at Triad for the exhibition „Suitcases from Berlin“ in NY and exactly one year ago I launched the format CREATE INPUT, where we introduce current trends, ideas come to life and successful Projects from Berlin. As new member of the board my most important role will be in the field of communication. My primary goal is the expansion of the inner and outer network structure by integration of all our available possibilities. This means sharpening the network's profile and a continuing expansion. It is an exciting task within a great team and I am looking forward to it.“, says Robert Eysoldt.

About Robert Eysoldt

Robert Eysoldt worked for RTL from 1989 to 2001. In 1996 he set up a Full Service Agency, „House of Promotion“ (hop) for the broadcast station in Cologne and Berlin, functioning as the agency's Executive Manager and Creative Director.

From 2001 to 2003 Robert Eysoldt worked as an independent consultant for TV stations and production companies. 2003 he became Director TV at Universal Music in Berlin. Since 2006 he advises for Triad Berlin, among others the Axel Springer AG, and is responsible for the online communication of 24h Berlin.

About the board of CREATE BERLIN

Further board members of CREATE BERLIN are: Ares Kalandides (Executive Director Inpolis GmbH), Ulrike Möslinger (Marketing Director and Executive Board Member of Galeries Lafayette Berlin) Anja Rosendahl (Executive Director of Rosendahl Grafikdesign) and Tilman Thürmer (Executive Director COORDINATION).

Status Quo and outlook on upcoming projects

CREATE BERLIN, the Designer's Network of Berlin's design community, is welcoming 10 new members since 1st January 2009. To this point the network has 80 active members, standing for various design disciplines such

as Product Design, Graphic Design, Fashion, New Media or Communication Design. In April the core team have moved to a new office location in Tucholskystr. 18-20 in Berlin Mitte.

In the early months of this year members of CREATE BERLIN have already taken part in the New Year's Reception at Temporäre Kunsthalle Berlin (4-6. January), showcased their furniture, fashion or product designs in the temporary showroom at Prinzessin (27 March) and presented themselves and their projects – on invitation by Berlin Partner – in New York (2 April).

The next steps include:

22 to 27 April: „Made in Berlin 2009“ – CREATE BERLIN and DMY are presenting product design from Berlin at the Fuorisalone during Salone Internazionale del Mobile in Milan. Taking part in this exhibition are: Coordination, ett la benn, llot llov, e27, Werner Aisslinger and Zeitgeist Toys.

23 April: Opening showroom at Berliner Bank with Eva Pech

3 May: Start of BerlinNordik

CREATE BERLIN is the network of the Berlin designers. The network curates and organizes exhibitions, showrooms and topic-driven input evenings, is a contact point for creative minds with ideas and project suggestions and also represents members during events inside Germany and abroad. Board and members alike are committed to establishing Berlin as the key location for creative industries and as the UNESCO City of Design. More: www.create-berlin.de

Robert Eysoldt will be available for interviews. Please mail to presse@create-berlin.de to request a picture in print quality.

More information:

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