



## Press Release

### **BERLIN CREATIVES PACK FOR NEW YORK**

**As highlight of the BERLIN DAY in New York, the Governing Mayor of Berlin, Klaus Wowereit, will open the exhibition “Suitcases from Berlin” on May 17**

New York is shining a spotlight on Berlin Design: with “Destination: Berlin” the New York Museum of Modern Art (MoMA) is taking the biggest sales exhibition of this kind into its Design Stores. On this occasion, the design initiative **CREATE BERLIN e.V.** and **Berlin Partner GmbH** are organizing the BERLIN DAY in New York on May 17, with the opening of the exhibition “Suitcases from Berlin”, a reception in the MoMA Design Store SoHo and a business dinner held at the restaurant “The Modern”. The Governing Mayor of Berlin, **Klaus Wowereit**, will present and accompany the BERLIN DAY in New York.

For the exhibition “**Suitcases from Berlin**” renowned artists of different disciplines fill their luggage with contents of their own choice. They all have one thing in common: their creativity centre is Berlin. Thus the artists do not only allow individual insights into the city, they also give a snapshot and a cross section of contemporary Berlin creativity. Just how much creativity fits into a suitcase is proven by the shooting stars of Berlin’s architectural scene, **Graft**, who created a big buzz with their design for the art gallery on the Berlin Schlossplatz, the castle square; **Werner Aisslinger**, the only German represented at the MoMA with his own design chair; internationally renowned Berliners include DJ **Paul van Dyk** and the Illustrator **Olaf Hajek**, Fashion Designer **Michael Michalsky** and the publishing house **Gestalten Verlag**, Product Designers like **Mykita** and **Zeha** as well as the fashion label **Kaviar Gauche** and the electropop band **Mia**. With their suitcases, the artists travel to the kick-off of the exhibition in New York on May 17, to show their personal “Berlin calling cards”. The exhibition will be shown on the 22<sup>nd</sup> floor of the M Project Gallery, 32 Avenue of the Americas, NY 10013.

#### **Exhibition “Suitcases from Berlin”:**

##### **May 17, 2007:**

3 p.m. – 6 p.m. Press Reception/ Opening in the presence of Klaus Wowereit

9 p.m. – 1 a.m. Private Party (by invitation only)

##### **May 18, 2007:**

10 a.m. – 6 p.m. Exhibition open to the public



**CREATE BERLIN**

The BERLIN DAY is initiated by **CREATE BERLIN** in cooperation with **Berlin Partner GmbH**, to promote the international reputation of Berlin as a business and creative metropolis and to direct international focus towards Berlin. As the first European city, Berlin has been awarded the title “City of Design” by the UNESCO. From May 7, the Internet platform <http://www.iloveberlin.tv> documents the BERLIN DAY and invites users to creative international exchanges.

DHL is the official logistics partner of the BERLIN DAY. This project was co-financed by European Union (European Fund for Regional Development) and the city council of Berlin.

Berlin, May 9, 2007

To attain accreditation for the opening in New York on May 17, and for further information please contact:

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