

Press information & Press invitation

Berlin/London | September 2008

EXHIBITION: CREATE BERLIN GOES LONDON @ TENT LONDON DESIGN FESTIVAL

FROM SEPTEMBER 18 - 21 THE EXHIBITION CREATE BERLIN GOES LONDON PRESENTS WORKS ON THE TOPIC "BERLIN: 20 YEARS OF THE CREATIVE METROPOLIS".

When the London Design Festival takes place from September 18 - 21, Berlin occupies a special place in the British capital. Under the title *CREATE BERLIN GOES LONDON*, the design initiative CREATE BERLIN, in cooperation with Berlin Partner GmbH, presents twenty interdisciplinary projects by Berlin creatives on the topic "Berlin: 20 Years of the Creative Metropolis" in commemoration of the upcoming 20-year anniversary in 2009 of the fall of the Berlin Wall. The exhibition taking place at the Dray Walk Gallery on the premises of the Old Truman Brewery, 91 Brick Lane, East London, E1 6 QL showcases ideas, concepts and projects reflecting the state of creativity in the German capital.

The project-based works to be exhibited in London exemplify the diversity of the German creative capital: The project "Off Limits" by *MAGMA Brand Design* and *xplicit berlin*, an accessible image cube, addresses the timeliness of the theme "Wall", *COORDINATION* and *diephotodesigner.de* developed the mirrored sculpture "CRYSTAL CITY MIND," which portrays the former path of the Berlin Wall in a photo-series incorporating the mirrored sculpture. *Josephine Rank* and *mijuly & ca* developed so-called "Wall Mattresses", opening up a variety of interpretive possibilities. *Ilot Ilov* and *Lala Berlin* projected the "division of space" theme onto a number of objects (lamp shapes), which, by means of an additional element (rope), evolved into something novel - an aesthetic and functioning lamp sculpture. The project of *Tina Roeder* and *David Krings* reflects the history of Berlin in the 21st century. They designed icons for a modern Berlin, which are represented by a collection of detail-rich, constructed cardboard models.

The Governing Mayor of Berlin, Klaus Wowereit, will kick off the exhibition on September 18th; "Following New York last year, now we're showing in London the best sides of our Berlin as a pulsating and creative city," says Wowereit. "I'm really looking forward to this exciting project!" René Gurka, CEO of Berlin Partner GmbH adds: "After 'Berlin Day in New York' and the exhibition 'Made in Berlin' in Milan, 'CREATE BERLIN GOES LONDON' is the third collaborative project between CREATE BERLIN and Berlin Partner GmbH for promoting Berlin design internationally. Creativity and location marketing come together here in an ideal way."

Whoever wants to take a part of Berlin home with them will discover top class design objects and souvenirs by Berlin designers in the associated CREATE BERLIN Shop inside the Dray Walk Gallery. And beyond the timeframe of the *CREATE BERLIN GOES LONDON* exhibition a part of Berlin will remain in London: from September until the end of 2008, Tate Modern will offer for sale top quality design objects by Berlin designers in its own design shop.

The project *CREATE BERLIN GOES LONDON* was selected by *icon magazine* as one of the 100 best exhibitions in conjunction with the design festivals in London in September 2008. *CREATE BERLIN GOES LONDON* carries thus the "icon design trail" emblem and counts as a highly recommended exhibition.

CREATE BERLIN - AN INITIATIVE BY AND FOR BERLIN DESIGNERS

CREATE BERLIN is the connecting platform by and for Berlin designers, representing the creative diversity of the Berlin design scene. CREATE BERLIN brings together energies and ideas and provides creative talents with opportunities to realise their visions by strongly believing in the importance of the creative industries in the city's economic development.

The design initiative CREATE BERLIN was founded in 2006 by 15 established Berlin-based creative businesses. CREATE BERLIN is a supporting hub for creative minds and ideas in and around Berlin: as an internationally active network it curates and manages various design projects in Germany and abroad, and has over 60 members representing diverse Berlin creative industries.

With the exhibition *CREATE BERLIN GOES LONDON*, CREATE BERLIN successfully continues its ventures located in international creative big cities, this time selecting - after New York, Tokyo, Shanghai, Paris, Moscow and Milan - the trendsetting metropolis of London. With a variety of undertakings and projects CREATE BERLIN contributes to the promotion of Berlin creativity as a viable commercial factor and to the establishing of Berlin as a creative metropolis representative of creativity from Germany and as UNESCO awarded "City of Design".

TIMESCHEDULE CREATE BERLIN GOES LONDON:

EXHIBITION

Press & VIP Opening: Thursday, September 18, 2008 | 5 pm (with accreditation only)

Opening Hours: September 18, 10 am – 4 pm
September 19 & 20, 10 am – 8 pm | September 21, 10 am – 5 pm

Design Lectures: September 19 & 20, 6 pm | September 21, 3 pm
Location: Dray Walk Gallery @ Truman Brewery | 91 Brick Lane | London E1 6QL

VIP EVENTS – WITH THE GOVERNING MAYOR OF BERLIN, KLAUS WOWEREIT:

Opening Berlin Design @ Tate Modern Design Shop:
Location: Thursday, September 18, 2008 | 3 pm (with accreditation only)
Tate Modern, Bankside, London SE1 9TG

Exhibition Press & VIP Opening:
Location: Thursday, September 18, 2008 | 5 pm (with accreditation only)
Dray Walk Gallery @ Truman Brewery | 91 Brick Lane | London E1 6QL

VIP Business Dinner: Thursday, September 18, 2008 | 7 pm (by invitation only)
VIP Reception: Thursday, September 18, 2008 | 9 pm (by invitation only)

PRESS SERVICE CREATE BERLIN GOES LONDON:

Press accreditation:

frauke.strube@press-factory.de

Image material and information on the project for use free-of-charge in online and print media may be downloaded from the CREATE BERLIN ftp server:

Link: ftp.esc58.com
User: cblondon
Passwort: projektlondon

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PARTNERS & SPONSORS CREATE BERLIN GOES LONDON:

Berlin Partner GmbH

CREATE BERLIN GOES LONDON, after "Berlin Day in New York" and the exhibition "Made in Berlin" in Milan, is the third collaborative undertaking between CREATE BERLIN and Berlin Partner GmbH in promoting Berlin design internationally. Here business development and location marketing come together in an ideal way. Berlin Partner GmbH is Berlin's central contact point for investors in Berlin and it supports Berlin businesses in the development of new markets, making the location of Berlin a strong marketplace domestically and internationally. Berlin Partner is a public-private partnership with Senate funding and currently comprises 170 private partner businesses. www.berlin-partner.de

Bombardier Transportation GmbH

CREATE BERLIN GOES LONDON, after "Berlin Day in New York", is the second collaborative project between CREATE BERLIN and Bombardier. Bombardier is a leading manufacturer of airplanes and trains keeping clients happy world wide with innovative and safe products. www.bombardier.com

Berliner Bank AG & Co. KG

Since January 2008 CREATE BERLIN has an exclusive partner: Berliner Bank. With its financial expertise and personal advisory services Berliner Bank supports creative enterprise in Berlin and increases the existing potential of the city. www.berliner-bank.de

Scholz Umzüge Möbelspedition GmbH

Scholz is the Berlin business for demanding transportation and logistics questions as well as dependable and professional private and commercial relocations. Scholz is transporting exhibition objects and equipment safely and securely to and from London for CREATE BERLIN GOES LONDON. www.scholztransport.de

se'lux

Semperlux offers high-quality, creative lighting solutions and products for perfect architecture and building integration. The globally active lighting manufacturer based in Berlin supplies architects, light planners and designers with innovative ideas in the design of creative living and working spaces. Its design-oriented range of luminaires for interior and exterior lighting is sold under the brand name se'lux throughout the world, including at its subsidiary SELUX U.K. Ltd in England. A specialist in intelligent light management and scenographic light settings in museums and galleries, Semperlux is providing the lighting for the exhibition CREATE BERLIN GOES LONDON, thus helping to provide a true and particularly exciting perspective on the work of young Berlin designers in London. www.selux.com

Designerdeutsch

DESIGNERDEUTSCH stands for design and implementation of high quality visual communications materials. DESIGNERDEUTSCH is developing the artwork for the exhibition CREATE BERLIN GOES LONDON. www.designerdeutsch.de

modulor GmbH

Modulor is market leader for architectural needs with headquarter in Berlin. Modulor is supporting the exhibition CREATE BERLIN GOES LONDON with materials and supplies. www.modulor.de

modulbox mo systems GmbH & Co. KG

The modulbox is a mobile and modular event system for flexible use indoors or outdoors. In London CREATE BERLIN will be opening a design shop inside a modulbox inside the exhibition CREATE BERLIN GOES LONDON. www.modulbox.de

Shortcut

Shortcut offers the largest milling and laser service for architects, model builders, designers, artists and industry. Shortcut is lasering the exhibition buttons for CREATE BERLIN GOES LONDON. www.short-cut.de

Yves Sucksdorff

Born in Berlin, Yves Sucksdorff has been a photographer in the German capital for over 15 years. With a focus on portraits, interior design and life styles, his projects have brought him all over Germany and to New York, Bangkok, Italy as well as all over the US. Yves Sucksdorff photographed the project teams for CREATE BERLIN GOES LONDON, transforming their creative visions photographically. www.sucksdorff.de

Berlinomat

Berlinomat is the platform for Berlin design offering, with more than 180 designers, the most diverse portfolio of high-quality design products, fashion and Berlin souvenirs in shops in Berlin Friedrichshain, Galleries Lafayette, as well as online at www.berlinomat-shop.com. Berlinomat curated the selection of the Berlin design products for the CREATE BERLIN Shop in London and supports Berlin design with its own online sales platform. www.berlinomat-shop.com

Media partner for CREATE BERLIN GOES LONDON is **H.O.M.E.** www.home-mag.com