



Press Release

CREATE BERLIN PRESENTS BERLIN'S DESIGN IN SHANGHAI

Designers and artists showcase their Berlin-inspired works at the exhibition "CREATIVE SPREE" taking place in Shanghai from November 15th to 21st 2007. The exhibition is presented under the patronage of Harald Wolf, Berlin's Senator for economy, technology and women. After the Asia-Pacific-Weeks in Berlin CREATE BERLIN continues to build international design networks, this time linking Berlin design scene and its creative potential with Asia.

SHANGHAI INTERNATIONAL CREATIVE INDUSTRY WEEK (SICIW), a lifestyle and design fair, is the chosen platform for the "**CREATIVE SPREE**" exhibition. Various imaginative and inventive works by young and established product- and fashion designers and graphic artists from the German capital will be showcased on 200 sq. large exhibition spaces.

CREATE BERLIN, that organises and curates "**CREATIVE SPREE**" exhibition in Shanghai, aims to link with this particular project the businesses and creative industries in Berlin and Asia – an idea that Asian-Pacific-Weeks in Berlin successfully started with. The SICIW, with its established networks and publicity attracting representatives in politics, businesses and culture, seems a perfect platform for their ambitious initiative.

Patron of the project "Creative Spree" is Harald Wolf, Senator for economy, technology and women.

Shanghai is the next project, the door opener for **CREATE BERLIN** to consequently follow within the declared agenda to support Berlin's talents and creative industries and to promote German capital as a vibrant and creative city. The show in Shanghai enables **CREATE BERLIN** to access important distributional areas and markets and to provide Berlin talents with first-hand direct contacts with key producers and manufacturers.

"**CREATIVE SPREE**" showcases such designers and labels as **Kaviar Gauche** (fashion), the winner of the Karstadt New Generation Award at the Mercedes Benz Fashion Week Berlin in July 2007. **Miroïke** are another creative duo, both alumns of the British fashion icon Vivienne Westwood, and have had regular shows in Paris and Berlin. The label **Smeilinener** has made their debut in Berlin too, and acclaimed recognition with their avant-garde and colourfully daring fashion at the Berlin Fashion Week.

Graphics and illustrative arts are represented through the original and very creative works by **Jacques et Brigitte**, the winner of the Print Magazine's European Design Annual 2007, and by the group **Pfadfinderei** known for their Labstyle Performance evenings and the vector graphic shows.



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Product designers participating at the “**CREATIVE SPREE**” are **Susanne Phillipson** – her furniture and lamps are produced by Pallucco, Habitat and Droogs, and internationally established **COORDINATION** design group known for their ambitious and daring works in international exhibition concepts.

International engagement proves to be a great success as the recent sales exhibition in MoMa design stores in New York has shown: over 80 products by more than 20 Berlin-based designers – among them Marlies von Soden, Roomsafari, Adam and Harboth, Bless – are showcased in MoMa until November 2007. The products have been selected and curated jointly by KUNST-WERKE BERLIN and **CREATE BERLIN**. With BERLIN DAY, the kick-off event of the exhibition, **CREATE BERLIN** has created awareness and steered the focus of international audience on the German capital at the beginning of the year.

CREATE BERLIN is the connecting platform by and for Berlin designers, representing creative variety of the Berlin design scene. **CREATE BERLIN** unites creative minds and talents from agencies, companies and institutions acting as an ambassador of the creative scene Berlin's. **CREATE BERLIN** clusters the energies and ideas and provides talents with opportunities to realize their visions by taking creative industries as a serious economic factor in the city's development. **CREATE BERLIN** promotes, Germany-wide and internationally, the economic potential of Berlin's design industry; it strengthens Berlin's reputation as a unique and aspiring design metropolis.

The project execution „Creative Spree“ will be supported by the official sponsor Koziol and H.O.M.E. as media partner.

www.create-berlin.de

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