



Press Release

Berlin, December 11th, 2008

NEW YEAR'S CREATIVES' RECEPTION AT THE TEMPORÄRE KUNSTHALLE

On January 6th, 2009, CREATE BERLIN invites Vitra and minimum einrichten to the Temporäre Kunsthalle for the New Year's Reception of Berlin Creatives. The reception will be opened by the Mayor of Berlin, Klaus Wowereit, the Senator of Economics, Harold Wolf, as well as the executive of Vitra, Rudolf Pütz. CREATE BERLIN presents the exhibition "20 Years Since the Fall of the Wall—Free Space" at the Schlossplatz.

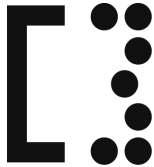
The Creatives are first: On January 4th-5th, 2008, the ambassadors of the creative economy are invited to a series of exhibitions, as well as to the January 6th the New Year's Reception at the historic Schlossplatz. At the start of the year, the Interior Design Specialist **Vitra**, the Berlin Furniture Specialist **minimum einrichten** with shops in Stilwerk, and the Design Network **CREATE BERLIN** are invited to the Temporären Kunsthalle Berlin. Next to the ambassadors of the creative branches, the New Year's Reception aligns itself with those working in the fields of politics, economics, media, art, and culture. The aim of the New Year's Reception is to bring the branches of the creative economy and its embassies even closer together.

The Creatives are also the first to approach the topic of "20th Anniversary of the Wall 1989 – 2009". In the exhibition "20 Years Since the Fall of the Wall - Freespace," CREATE BERLIN presents the 20 most innovative interdisciplinary creative concepts from the UNESCO awarded City of Design. The exhibition is from January 4th – 5th from 11:00am – 6:00pm, and on January 6th from 11:00am – 5:00pm.

In September 2008, CREATE BERLIN initiated a competition between roughly 80 interdisciplinary teams, resulting in the opportunity to appear in the international exhibition CREATE BERLIN GOES LONDON in the British Metropolis. The decisions were made by a jury composed of **Prof. François Burkhardt**, the Design Theorist and former executive of the Centre Georges Pompidou in Paris, **Prof. Erik Spiekermann**, the Typographer who was voted the first Designer in the Hall of Fame of the European Design Awards for Communication Design in 2007 as well as the winner of the Design Award of the Federal Republic of Germany, and **Prof. Stephan Schneider**, the Professor of the Berlin UdK following Vivienne Westwood. Stephan Schneider stands as the representative for the Jury: "Berlin is a city that doesn't only have plenty of geographic space, but also free space for creativity. Therefore, diversity is uplifted to the utmost priority within the selection of contributions."

Under this exclusive symposium lies a plethora of exciting projects, such as those of the creative teams **COORDINATION** und **diephotodesigner.de**. They photographed a reflective polygonal object in a variety of locations along the path of the former Berlin Wall in order to accentuate the perspectives of the different facets of Berlin. The Product Designer **Tina Roeder**, who studied at the Central St. Martins College in London, and her team partner **David Krings**, Alumnus of the Art Academy in Arnheim, are also worth noticing. They create icons of a modern Berlin, depicting approximations of the Pergamon Museum via their detail-rich reliefs and sculptures. Their motifs mirror the History of Berlin of the 21st Century. The following teams will be displayed:

Coordination (Interior) + **diephotodesigner.de** (Photography) ||| :: **dan pearlman** (Brand ID) + **Arsmatho** (Art) ||| **ett la benn** (Product) + **Kvadrat Deutschland** (Textile) ||| **Heike Buchfelder** (Design) und **Jan-Peter E.R. Sonntag** (art&composition) ||| **Susanne Philippson** (Product) + **Peter Ibrügger** (Graphic) ||| **Llot Llov** (Product) + **lalaberlin** (Fashion) ||| **mashallah.design** (Product) + **Linda Kostowski** (Fashion) ||| **Schalalala** (Concept/ Interface) + **Horst Schulz** (Knitting) ||| **MAGMA Brand Design** (Graphic) + **xplicit Berlin** (Graphic) ||| **Josephine Rank** (Graphic) + **mijuly & ca** (Communication Design) ||| **Alexander Kaszubiak** (Cancer Research) + **Helge-Christian Schmidt** (Fashion) ||| **Tina Roeder Studio** (Product) + **David Krings** (Ceramics) ||| **ART+COM** (New Media) + **büro+staubach** (Product) ||| **Design Reaktor Berlin** ||| **Eer** (Media Art) + **esespe** (Literature) ||| **c.neon** (Fashion) + **anschlaege.de** (Communication + Design) ||| **MetaDesign** (New Media/ Graphic)



CREATE BERLIN

Design) + **Pixelpark AG** (New Media) ||| **KEX Spitzenkultur** (Fashion) + **Zeitgeist Toys** (Art) ||| **Sense. Sensitive. Design. Team** (Medicine, Interior, Fashion, Communication, Sound) ||| **make-do.net** (Architecture) + **Âme Soeur by Taschen** (Fashion)

At the New Year's Reception of the Creatives, CREATE BERLIN will bring the exciting work of the creative networks into 2009 and support Berlin's creativity as an important factor for both the economy, as well as Berlin's reputation as a *City of Design*. "2009 will be a challenging year for Berlin Creatives," says CREATE BERLIN Director Ares Kalandides. "Therefore, we will need a strong engagement from CREATE BERLIN with the Insiders, Partners, and Supporters. With the New Year's Reception, the Berlin Creatives will construct a positive vision against the negative atmosphere of the international financial crisis." The New Year's Reception will be on January 6th at 6:30pm.

PUBLIC HOURS: SUN & MON 11:00am – 6:00pm | TUES 11:00am – 5:00pm | ENTRY 6€/ reduced 3€

EVENTS IN THE TEMPORAREN KUNSTHALLE | SCHLOSSPLATZ | BERLIN-MITTE:

January 4th, 2008 | 2:00pm – 6:00pm | MEET & GREET

- Event for CREATE BERLIN Members and Friends | Possibility for press photos and interviews with the designers and creatives

January 6th, 2008 | 5:00pm – 6:30pm | PRESS TOUR

- Guide through the exhibition with the attendance of the designers

January 6th, 2008 | 6:30pm | NEW YEAR'S RECEPTION

- Greetings from the Mayor of Berlin Klaus Wowereit, the Senator of Economics Harold Wolf, and the Executive of Vitra GmbH Rudolf Pütz

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PRESSE SERVICE:

Graphic Material and Information about the project for usage in online and print media can be downloaded free from the CREATE BERLIN FTP SERVER:

Link: <ftp://ftp.esc58.com> ||| User: cblondon ||| Password: projekt london

Project: CREATE BERLIN NEUJAHRSEMPFANG (“CREATE BERLIN NEW YEAR'S RECEPTION”)

Credits for the Graphic Material, if not otherwise stated: Yves Sucksdorff (www.sucksdorff.de)

PARTNERS:

Berlin Partner GmbH

CREATE BERLIN GOES LONDON is the third largest collective action from CREATE BERLIN and the Berlin Partner GmbH, after the “Berlin Day in New York” and the exhibition “Made in Berlin” in Milan, for the promotion of Berlin Design abroad. Here, the promotion of economic development and location-based marketing meet up in new and ideal ways. The Berlin Partner GmbH is Berlin's central point for investors in Berlin, supporting Berlin businesses by opening up new markets and making the location of Berlin a strong market both at home and abroad. Berlin Partner is a public-private partnership with the support of the Senate and 170 private business partners. www.berlin-partner.de

Bombardier Transportation GmbH

CREATE BERLIN GOES LONDON is after the “Berlin Day in New York” the second collective project from CREATE BERLIN and Bombardier. Bombardier is the leader in the assembly of Airplanes and Trains and satisfies customers worldwide with innovative and secure products. www.bombardier.com



CREATE BERLIN

Berliner Bank AG & Co.KG

CREATE BERLIN has had an exclusive Partner since January 2008: The Berliner Bank. Through financial expertise and personal advice, the Berliner Bank supports the creative economy in Berlin and strengthens the existing potential of the city. www.berliner-bank.de

Scholz Umzüge Möbelspedition GmbH

Scholz is the Berlin business for ambitious Transportational and Logistical questions, as well as reliable and professional private and business relocation. Scholz transported exhibition objects and equipment for *CREATE BERLIN* securely in Berlin. www.scholztransport.de

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