

Berlin – City of Design



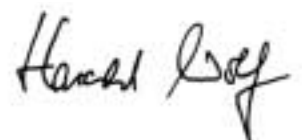
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Design from Berlin

Berlin is one of the up-and-coming European cities in many different fields of design. This fact was recently acknowledged when Berlin was appointed a UNESCO “City of Design” and thus admitted into the worldwide operating Creative Cities Network. In contrast to established design metropolises, such as Paris, Milan or London, the inspiring nature of Berlin is based on an atmosphere of transformation, progress and constant change. Futuristic architecture meets functional residential buildings, and re-established industrial areas contrast luxury shopping streets. The antagonistic coexistence of countless small studios and agencies, large business and design-oriented shopping centres distinguishes the German capital from other cities. Berlin symbolises creativity and attracts creative crowds from all over the world. Designers, fashion creators, photographers and architects all benefit from favourable office rents, low costs of living, synergetic networks and an enthusiastic design audience. In addition, Berlin

offers a great variety of educational and career training opportunities. Last, but not least, Berlin’s more than 1,300 designers make the city the designer capital of Germany. Many new companies joined over the last few years. In order to benefit from this creative atmosphere, even large enterprises, such as Volkswagen AG, have transferred their design departments to the region. Fashion design, graphic design and media design often merge with product and furniture design. Such synergetic developments are represented by companies like MetaDesign, ART+COM, Plex and Moniteurs. Berlin is connecting design and manufacturing of products with the development of marketing strategies, the discovering of niches and trendsetting innovations. With an overall turnover of € 1.4 billion, the design industry has become an important factor in Berlin’s economy.

**Harald Wolf, Senator for Economics,
Labour and Women’s Issues**



Creative Newcomers

Universities and private educational institutions

Four Art Universities and numerous privately funded institutions offer a wide range of design-oriented education in Berlin. Close relations with other institutions from around the world have created an excellent basis for exchange programs and further international cooperation. In Berlin, approximately 6,500 students are educated in Fashion Design, Product Design, Communication Design and Photography. Following the completion of their studies, many students remain here and contribute to the city's creative potential.

University of the Arts (UdK)

UdK offers the widest range of artistic study courses in Germany, for example in Experimental Media, Fashion Design, Product Design, Fine Arts and Architecture. Its focus on international exchange is represented by more than one hundred cooperations and partnerships. Over the last few years, many different projects were initiated by the UdK. They established the advertising agency "Töchter & Söhne", launched the communication platform "designtransfer" and organise an annual advertising conference.

■ www.udk-berlin.de

Technical University Berlin (TUB)

Fifty courses of studies and more than 30,000 students make the TU one of the biggest technological universities in Germany. Its outstanding international reputation is marked by the fact that 20% of the student population comes from abroad. Many famous architects have graduated here, among them Hans Poelzig, Heinrich Tessenow, Gustav Oelsner, Bruno Taut and Frei Otto.

■ www.tu-berlin.de



UdK

University of Applied Sciences (FHTW)

FHTW is Berlin's biggest and most diverse university for applied sciences. It trains 9,000 students in 40 different fields such as Technology, Information Technology, Economics, Cultural Studies and Design. Around 700 students are enrolled in creative subjects, such as Clothing Design, Communication Design and Museum Studies. The organisation of exhibitions and fashion shows as well as the design of products and fashion collections are important components of the school's educational program.

■ www.fhtw-berlin.de

Berlin School of Art and Design

The School of Art and Design has 560 students, of which 15% come from

abroad. It offers courses in the departments Communication Design, Fashion Design, Product Design, Textile/Space Design, Architecture and others. Besides numerous exhibitions, fashion shows and student participation in trade fairs, the school also organises exchange programs with numerous partner universities.

■ www.kh-berlin.de

International School of Fashion Esmod

Esmod features a large network of fashion colleges worldwide. Close cooperations with fashion professionals in Germany and abroad provide practical experience. Preparatory training in business management is another important part of the program. Every year, an

Lette Foundation Berlin



Number of students in design-related courses 2004/05

| Field | Number of students | M | F |
|---|--------------------|--------------|--------------|
| Architecture | 3,148 | 1,754 | 1,394 |
| Business Communication | 1,219 | 466 | 753 |
| Media and Communication Design | 795 | 380 | 415 |
| Fashion Design/Clothing Design | | | |
| Textile Design | 503 | 35 | 468 |
| Industrial Design/Product Design | 392 | 170 | 222 |
| Textile and Clothing Technology | 220 | 22 | 198 |
| Art in Context | 103 | 26 | 77 |
| Design Technology/ Interdisciplinary Design | 68 | 17 | 51 |
| Total | 6,448 | 2,870 | 3,578 |

- www.30paarhaen.de
- www.osz-bekleidung-mode.de
- www.mediadesign.de
- www.design-akademie-berlin.de

Esmod



international jury assesses the diplomas presented at a big fashion show.

- www.esmod.de

BEST-Sabel-Vocational School of Design

This private vocational school trains students to become state-certified photographers, graphic and fashion designers. At the end of the three-year-long studies, graduates have acquired artistic and technical skills as well as linguistic proficiency and basic knowledge of business management. In addition, instructions include practice oriented projects with business and institutions.

- www.best-sabel.de

Lette Foundation Berlin

Lette Foundation Berlin offers three-year-long studies in Photography, Graphic Design and Fashion Design. It has 1,100 trainees, of which 270 are educated in design-related areas. From their third semester, trainees acquire practical know-how through competitions and cooperative projects, for example, photographic documentaries, fashion shows and the creation of corporate designs.

- www.lette-verein.de

Institute for Fashion Strategies

Starting in October 2006, IFS BERLIN offers one-year postgraduate programs in Fashion Marketing, Fashion Journalism and Communication, Smart Textiles/Innovative Technologies and Global Fashion Law. It focuses on practical experience and workshops with business. The goal is to prepare

students for the global market and to combine creativity with management skills as a foundation for future entrepreneurs.

- a.bretz@ifs-berlin.com

Silvia Kadolsky, Esmod:

"The design location Berlin is distinguished by its genuineness and the internationality of the population. They do not hesitate to visualise creativity and to spread its seeds all over the world."

Alexander Bretz, IFS

"There are two kinds of creative people in the world, one already living in Berlin, the other at least intending to do so ... Berlin is a city of tolerance and multiplicity, a city of many tongues and opinions. Can one imagine a better nutrition for creativity and creative people."

BEST-Sabel-Vocational School of Design



Role Models and Pacemakers

Designers and design companies from Berlin

Berlin is the home of 6,000 visual artists, 2,700 architects, 400 photographers and 1,300 design studios in the fields of fashion design, product design, furniture design and communication design. Without claiming to be exhaustive, the following introduces some internationally successful individuals and companies.

Werner Aisslinger

Werner Aisslinger studied design at University of the Arts in Berlin. He worked for Ron Arad and Jasper Morrison in London before joining Michele De Lucchi in Milan. Since 1993, Aisslinger runs a studio in Berlin. He has received many national and international awards for his work. His shelf (Porro) received the Federal Award for Product Design. His "Juli"-Chair (Cappellini) has been exhibited at the Museum of Modern Art in New York since 1998. Objects of his Gelfurniture Collection (Zanotta) can be found at the Vitra Design Museum in Weil and also at the New York Metropolitan Museum. His latest project is the Loftcube – a mobile living space unit designed for flat roofs.

■ www.aisslinger.de

Albrecht and Beate Ecke

The all-rounder Ecke was born in Calbe/Saale in 1955. He studied Cybernetics in Magdeburg and Industrial Design in Berlin. In 1988, Ecke and his wife Beate founded Ecke:Design and later opened a branch of the business near Berlin. They have specialised in classic and interactive information design, exhibition architecture and public space design (e.g. lantern "Fritz"). Besides numerous other awards, he has received the IF-Design-Award.

■ www.eckedesign.de

Achim Heine

Product designer Achim Heine is one of the owners of the design company Heine/Lenz/Zizka. It was founded in 1998 and has branches in Frankfurt and



Werner Aisslinger

Berlin. Heine is professor for Experimental Design at the Berlin University of the Arts and also a leading member of the German Council for Design. His work includes numerous furniture creations and the design of Leica cameras. Heine/Lenz/Zizka has received many awards (ADC Award, IF Product Design Award, TDC New York and others).

■ www.hlz.de

Vogt & Weizenegger

Oliver Vogt and Hermann Weizenegger have been a creative duo since 1993. Besides commissions in the fields of graphic design, industrial design and interior design, they also initiated "Die Imaginäre Manufaktur" (DIM) and the DESIGNMAI-Festival in Berlin. They invited designers to participate in the redesign of the official Berlin banner and created a beach towel with unusual qualities of a communication medium. Their "Factory of the Future" is the home of the SINTERSTUHL production. Each chair is a digital and unique product, that is, individually adjustable to customer demands.

■ www.vogtweizenegger.de

e27

Tim Brauns, Fax Quintus und Hendrik Gackstatter are e27. Since 1993, they follow the interdisciplinary approach of "network design". Products are based on the idea of "re-framings," meaning the integration of the old into new contexts or the inversion of contexts. Their portfolio features many different projects, from the swing-blanket "re-cover" to the development of the corporate design for the German Motion Picture Awards. The members of e27 also hold teaching positions in Berlin and elsewhere.

■ www.e27.de



Vogt & Weizenegger

Achim Heine



e27

Wunschforscher



Albrecht Ecke



designing of reception-areas. At DaimlerChrysler the check-in desk visualizes the concept of motion, illustrating main issues of the brand. The separation of furniture and space is abolished creating a modern work environment. Recently both are working on projects with elmarflötotto and Sedus.

■ www.martinimeyer.com

Jerszy & Grit Seymour

Jerszy Seymour was born in Berlin in 1968 but he mostly grew up in London. Then he lived and worked in Milan and now runs a studio on Münzstrasse in Berlin. The product and furniture designer is well-known for his humorous creations and innovative applications of materials. Jerszy and Grit Seymour also design fashion. Their collection "Tape" entirely lacks seams, zippers and buttons – the clothes are held together by adhesive tape only.

■ www.jerszyseymour.com

Fuchs & Funke

Wilm Fuchs and Kai Funke graduated from University of the Arts in 2001. They founded their own business focusing on product design, interior design and exhibition design. Their credo is: "We are interested in the world of objects, that is, tangible things that surround us and that cross our paths every day."

■ www.fuchs-funke.de

Metrofarm

Concrete is the key material for Morten Meldgaard and his colleagues at Metrofarm. The three designers create everyday furniture, such as concrete chairs, with a weight of more than 100 kg. Their most famous object is the fully functional DJ deck made of concrete. Metrofarm not only participates in European design fairs, but it is also well known in Asia.

■ www.metrofarm.net

Wunschforscher

Blasius Osko and Oliver Deichmann call themselves „desire explorers“. The two "scientists in the service of unfulfilled wishes" cause sensations with extraordinary designs produced in Osko's home country Poland. A cooperation with Blindenanstalt DIM – Germany's Association of the Blind – resulted in the prototype of a gigantic fall leaf to lie on. "Big Leaf" is made of willow wood and was exhibited at "Tendence 2002" and the "Interieur Biennale" in Kortrijk/Belgium.

■ www.wunschforscher.de

MartiniMeyer

Since 1999 Alexandra Martini and Henrike Meyer are working in the areas of interiors, industrial design and communication. They gained international attention by the upgrading of the post-production company "Das Werk" and the

Alexandra Martini, Martini Meyer

"Good Design is a professional attitude. Good design has a concept. Good design thinks and implies an onward movement, considering aspects such as functionality, aesthetics, tradition, processes and cultural context."

Grit Seymour (UdK)

"Berlin at the moment is one of the most creative flexible and constantly moving capitals, here the rules are still in the make and everything seems possible. Music, Art and Fashion merge on all levels."

Haefling



ic! berlin

ic! glasses attract attention with extraordinary design and the patented screwless spring hinge-clasp-system. Customers love them because they are made of feather light, ultra-flexible sheet metal. The result: 80,000 sold pairs worldwide every year. The business employs more than 50 staff members in its production and sales departments in Berlin.

■ www.ic-berlin.de

MYKITA

MYKITA is the creation of Philipp Hoffmann and Harald Gottschling – two innovative designers well-known for their creativity and sensibility for extravagant forms. Their first collection of glasses was presented at the eyeglasses fair SILMO in Paris in 2004. MYKITA Berlin has a staff of about 20 people employed in design, production and sales. MYKITA glasses are made of extra lightweight metal.

■ www.mykita.net

Sisi Wasabi

Carolin Sinemus and Zerlina von der Busche founded their fashion label in 2004. Their creations have attracted attention in fashion capitals, such as London and Los Angeles. The special combination of traditional fabrics, modern cuts and innovative details results in a surprising mixture of traditional costumes and street wear. "Gipfeltreffen", their first collection, has already been sold all over the globe. Both designers graduated from the fashion school Esmod in Berlin.

■ www.sisiwasabi.com

SAI SO

SAI SO means "put back together" and features luxury clothing articles and accessories inspired by Japanese fashion. All articles are made of antique kimonos. The artistically patterned kimonos are transformed into skirts, dresses and shawls. The characteristic patchwork design makes every item a

SAI SO



Realities United



unique creation. Finishing touches are applied in Berlin. SAI SO collections are sold in Berlin, Munich, New York, London, Los Angeles and other cities.

■ www.sai-so.com

Kaviar Gauche

Johanna Kühl and Alexandra Fischer-Roehler are the fashion designers behind Kaviar Gauche. They met during their studies at the International School of Fashion Esmod. Their high-quality collections consisting of unrefined materials and leather are sold worldwide. Many items can be ordered at the online shop.

■ www.kaviargauche.com

c.neeon

Design newcomers Clara Kraetsch and Doreen Schulz, known as c.neeon, are graduates of the Berlin School of Art and Design. Their label stands for experimental designs, extensive patterns and unusual cuts. In the course of their short career, they already won the famous award for the best collection at the "20. Festival International de Mode et de Photographie" in Hyères, one of

the most popular springboards in the professional world of fashion.

■ www.cneeon.de

Architekturbüro Graft

Architects Lars Krückeberg, Thomas Willemeit and Wolfram Putz graduated together and founded an architect's office in Los Angeles, followed by branches in Berlin and Beijing. The portfolio does not only include houses for Brad Pitt, the scenery for a music video of Will Smith and works for David Hickey, but also buildings in Peking, Florence, Las Vegas and Berlin. They have also designed hotels, film sets and residential buildings. In Berlin, they designed the Hotel Q. The often futuristic Graft style is distinguished by unusual materials, furniture that organically grows out of walls, and spectacular fall of the folds inside the rooms. Over the last few years, the three architects have received numerous awards.

■ www.graftlab.com

Realities United

Brothers Jan and Tim Edler are Realities United. The two architects came to



Graft



ART+COM



Kaviar Gauche

Berlin's creative scene with distinctive interior designs: TBWA Berlin, Berlinomat and Berlinomat Selection Lafayette to name a few. Coordination Berlin is an agency working for international clients in fashion, art, design, corporate and culture. As a founding member of "create berlin" international exhibitions are part of their portfolio.

■ www.coordination-berlin.de

international fame with their "Architecture Tuning". In 2003, they equipped the Art Hall in Graz with a "communicative display skin". It consists of standard industrial fluorescent light tubes under translucent acrylic glass panels. Each tube works as a "Mega-pixel". Another of their appliances deals with problems of city people without a balcony: They invented a lounge that may be extended out of the window with the help of a steel arm.

■ www.realities-united.de

ART+COM

ART+COM was founded in 1988 by designers, scientists, artists and technicians. The company's aim was to explore interactive and media solutions for project applications. Since its beginnings, the company has developed innovative projects for international clients from industry, research and the world of culture. The projects are to be found on the internet, in museums, showrooms and trade fairs worldwide. Products range from websites, DVDs and PDA applications to interactive

installations. ART+COM has received numerous international awards. In Berlin, ART+COM employs a staff of more than 50 people.

■ www.artcom.de

MetaDesign

MetaDesign has been among the top European branding agencies for more than ten years. They offer strategic brand development as well as design and implementing of complex corporate identities and public appearances. MetaDesign has worked for Audi, VW, the Berlin Philharmonics and others. Its Berlin headquarter employs a staff of about 190 employees. MetaDesign branches can also be found in Zurich and San Francisco.

■ www.metadesign.de

Coordination Berlin

Coordination Berlin is the joined workforce of the exhibition architects Tilman Thürmer and Jochen Gringmuth with Flip Sellin – furniture and interior designer. They supply key locations of

Ulrike Mayer-Johansen, MetaDesign:

"Good design has to unite aesthetics, independence and functionality at an equal level. Whether fashion design, product design or communication design – not only the brains but also the hearts of the people have to be reached by it."

Johanna Kühn & Alexandra Fischer-Roehler, Kaviar Gauche

"We see ourselves as part of a cultural movement, which increasingly contributes to the economic development of Berlin. We do our part in assuring the continued development of this area and recognize the importance of forging and maintaining collaborations between the different economic and cultural sectors."

Communication and Commerce

Networks of designers, photographers and architects

IDC

There are numerous regional and international networks for design, photography, architecture and fashion design in Berlin. Different institutions have established their networks, for example, the DESIGNMAI-Festival and the platform media.netdesign. Many events are organised by the International Design Center Berlin (IDC). International architectural forums are regularly held by the famous networks AEDS and German Architecture Center (DAZ). Photography is represented by large agencies, such as Photography Now and Ostkreuz. In addition to well-established fashion and designer associations, the new and successful communication platform Roundtable Design has been introduced over the last few months to build a network of networks.

Art Directors Club Germany (ADC)

ADC connects leading creatives in the fields of writing, design, photography and interactive media. Following the opening of its Berlin headquarter in 2003, the ADC has predominantly focused on the representation of members' interests and the sponsorship of youngsters. In addition, the club's publications, lectures and workshops support exchange and further education. The famous ADC Awards are presented at an annual congress in Berlin.

■ www.adc.de

International Design Center (IDC)

The IDC has more than 300 members. It is a mediator between economy and culture, but also an international communication platform and service center for business, designers and consumers. The IDC connects market participants and supports future business projects. It monitors trends, new technologies and social developments, and is also well-known nationally and internationally for a great number of exhibitions. In August 2005, the IDC has moved to its new offices in the government district of Berlin.

■ www.idz.de



Create Berlin Network

Important business of Berlin-based design have been united in this meta-network. The goal is to develop an internationally recognised design campaign for Berlin and to strengthen the city with local and international projects. Among founding members are the organisers of the DESIGNMAI-Festival, the Vitra Design Foundation, Berlinomat, the International School of Fashion Esmod, the fashion fairs Bread&Butter and Premium Exhibitions as well as the agencies ART+COM, Triad Berlin, Plex, FTWild and many more.

■ www.create-berlin.de

Designtransfer

Designtransfer is based within the Faculty of Design at the University of the Arts as a platform for communication between the university and the public, designtransfer presents current designwork from students, organizes events and acts as a cooperation-partner for external projects, workshops and competitions. The fields of work show a wide variety: product and fashion design, graphics and communication as well as architecture – always with the intention to show and discuss various and ongoing views on design.

■ www.designtransfer.udk-berlin.de

United Designers Network

The network founded by Erik Spiekermann has studios in Berlin, London and

San Francisco. Projects are run by designers with a minimum of 12 years experience in complex design projects. They spent their time thinking, sketching, producing, rather than in meetings. They believe in talent, hard work and cooperation, not in hierarchies, titles or bureaucracy.

■ www.uniteddesigners.com

Deutscher Werkbund

The association was founded in 1907. Ever since the organisation has promoted the idea of a new aesthetical quality for industrial products. Eventually, the slogan "form follows function" became the motto of industrial design. The Werkbund's countless exhibitions and publications have featured innovative designs of everyday objects and thus contributed to the popularization of industrial design. In 1972, the Werkbundarchive became a museum focusing on everyday culture in the 20th century. 2007 will be a year of celebrations for the 100. anniversary.

■ www.deutscher-werkbund.de

Designerdock

The employment agency, established in 1997, connects graphic artists, art directors, copywriters, project managers and event managers with leading advertising companies, multimedia and design agencies. Designerdock represents more than 9,000 applicants from different fields with various qualification, styles



- www.vdmd.de
- www.vdid.de
- www.designersfriday.de
- www.nextat.de
- www.berlin-fashion-industries.net
- www.textil-online.de
- bkitex.berlin@berlin.de
- www.designpool-berlin.de
- www.berlinomat.com
- www.berlinerklamotten.de



DAZ

ADC

and special fields. The applicants' admission to the database and many advisory services are free of charge. More than 800 permanent jobs and hundreds of commissions have been arranged since the founding of the agency.

■ www.designerdock.de

baukasten.berlin

baukasten.berlin represents various business and products. It utilises the manifold experiences of the initiators. Many ideas have already been realised in books and games. With products such as Faltpalte, Plattenbauquartett, 32 x berlin and Fernseherturbuch, the upcoming designers have made it into book stores and museum shops. The network's strength lies in a personal identification with carefully selected subjects and a distinct attitude towards urban phenomena.

■ www.baukasten-berlin.de

Ostkreuz – Agency for Photographers

Ostkreuz is one of the best-known photo agencies in Germany. Ostkreuz cooperates with eighteen photographers whose different artistic styles provide for a wide range of photographic works, including portraits, special reports, travel accounts and fashion spreads. Ostkreuz receives commissions

from international magazines, publishing houses, communication agencies and event promoters.

■ www.ostkreuz.de

Photography Now

Photography Now is an agency for professional photography and video art. It features an international online directory of photo and video artists and offers an international e-announcement service. Photography Now also publishes print magazines and exhibition catalogues.

■ www.photography-now.com

German Architecture Center (DAZ)

DAZ is currently establishing an international platform for architectural discourse, but it is also a forum for architecture and meeting point for people interested in architecture. Since 2005, they have regularly organised exhibitions on contemporary issues. Lectures, seminars and conventions complement the program. The DAZ is a project of the Association for German Architects.

■ www.daz.de

Aedes Berlin – International Forum for Architects

Aedes is a forum for architecture and urban culture featuring exhibitions,

Silke Claus, IDC

"Berlin is distinguished by a creative, unconventional and diverse design scene with close ties to the city. Designers face a future in which they will have to liberate themselves from local self-satisfaction, if they want to meet the high standards of a global market. We will have to become more flexible, present ourselves in other countries and take up the challenge of new cooperations."

Erik Spiekermann

"Real estate people have the famous three parameters to judge a quality property by: 1. Location, 2. Location, 3. Location. For design that would be: 1. People, 2. People, 3. People. Berlin has always attracted a certain type of people; never the risk-averse, career-minded set, nor the quiet-loving suburban types. In Berlin, it is easy to find accommodation and commercial rents are comparatively modest. That attracts all kinds of entrepreneurs. Combine the influx of young creative talent from all over the world with old-fashioned suppliers like printers, photographers and other crafts, and you have a city full of possibilities."

workshops and seminars. The worldwide operating network includes architects, engineers and city planners as well as politicians, economists and cultural representatives. Aedes Berlin is closely connected to foreign institutions, such as the Centre Pompidou in Paris, the Architecture Foundation in London and the Center for Architecture in Vienna. "Aedes East," founded in 2000, is an international platform for young architects with experimental concepts.

■ www.aedes-arc.de

Meeting Point Berlin

International exchange through trade fair, showrooms and sales platforms

Berlin is one of the trendsetting cities in Europe. It profits from the special mixture of design, art and culture, but also from the city's general appeal which is based on ongoing changes. Berlin is a place of interest for artists, designers, tourists as well as buyers from all over the globe. The open atmosphere provides the ideal framework for internationally recognised trade fairs and consumer platforms. In return, these events support both the exchange and international marketing of Berlin design. Following private and official initiatives, many trade fairs have been established over the last ten years. Fairs eventually became the basis for positive developments in the fashion and design industries. A great example for new cooperations is the partnership of the fashion fairs Premium, 5th Floor and B-in-Berlin. Together, they now host the BERLIN FASHION WEEK. The joint organisation of the fairs, but also additional fashion shows, presentations and other events complementing the BERLIN FASHION WEEK, generate valuable synergetic structures and emphasise the significance of Berlin as a fashion capital of international importance.

Trade fairs focusing on design

BREAD & BUTTER BERLIN

BREAD & BUTTER BERLIN – tradeshow for selected brands has been taking place twice a year since January 2003. It features selected brands, labels and designers in progressive, contemporary clothing culture and stands for the segments denim, street and urbanwear, sport lifestyle and street couture at the premises of a historical cable & wire factory. BREAD & BUTTER BERLIN is the leading tradeshow in Northern Europe for its segments. Today the number of exhibiting companies has grown to more than 500. In January 2006, BREAD & BUTTER BERLIN was visited by more than 30,000 international professionals, mainly from Western and Northern Europe.

■ www.breadandbutter.com



Premium Exhibitions

Premium Exhibitions

Premium Exhibitions is an international trade fair for sportswear, designer jeans and luxurious lifestyle essentials. It features suppliers of young exclusive collections. The fair focuses on the growing demand for exclusive brands. The new location, a former postal train station in the heart of Berlin, provides the perfect setting for the event. In January 2006, more than 20,000 professionals visited the fair. Premium exhibition is closely working together with newcomers and designers from Berlin.

■ www.premiumexhibitions.de

B-in-Berlin and 5th Floor

The fashion fairs B-in-Berlin and 5th Floor feature international labels of Women's and Men's Wear as well as Casual Fashion. More than 200 exhibitors from over 13 countries presented their collections in shared or individual stands. The fairs are aimed at national and international buyers.

■ www.b-in-berlin.de

■ www.fifth-floor-berlin.de

Spirit of Fashion in Berlin

Spirit of Fashion is a fair for suppliers of extravagant fashion and accessories from Europe. It presents extraordinary

fashion and accessories ranging from punk to gothic, glam-rock, fetish, tattoo and piercing. More than 150 exhibitors from all over the world present their exceptional collections at a fair that was only thought possible in metropolises, such as London, Las Vegas and New York. More than 3,500 people out of the trade and show business visited the three-days-long event in January 2006.

■ www.spirit-of-fashion.com

Showrooms and sales platforms focusing on design

Besides the temporary trade fairs, permanent sales platforms, showrooms and shops have been gaining influence over the last few years. Many local designers, but also international companies are interested in presenting and selling their products all year round. Thus many fashion sale agencies, such as Klauser and Futurenet, have settled in Berlin. They are supported by flagship and concept stores, for example, Adidas and Diesel Store on Münzstraße, Niketown on Kurfürstendamm and Boss and Puma Store on Rosenthaler Straße.

Spirit of Fashion



Galerias Lafayette – Labo Mode

Labo Mode is Berlin's exclusive sales platform for design newcomers. Galerias Lafayette is the first department store in Germany providing young designers with the opportunity to present collections to a large clientele over the period of a few months. Successful collections are eventually included in the regular assortment. So far the project, launched in January 2004, has been joined by Hartbo + L'wg, Kaviar Gauche, Pisces, Pulver, Sisi Wasabi and others. Once a year, the collections are presented at the fashion show "Festival de la Mode".

■ www.galerias-lafayette.de

Stilwerk

Stilwerk is an exclusive marketplace for furniture, design and lifestyle. It is distinguished from other shopping centres by its principle "Cooperation beats Competition". High-quality furniture equipment and lifestyle accessories are presented under one umbrella. Consumers will discover a very special variety of brand names, including furniture, home accessories, office furniture, housing equipment, gifts, textiles, floor covering as well as kitchen furniture and bathroom interiors. Stilwerk represents all leading international suppliers.

■ www.stilwerk.de

Berlinomat

Berlinomat, retail platform for Berlin design, was founded in 2003. Today,



Bread & Butter

more than 150 designers of fashion, furniture and jewellery sell their products at the shop in Berlin-Friedrichshain. Regular appearances at fashion shows provide for growing international fame of Berlinomat. In 2005, they opened a branch at the retail outlet Galerias Lafayette in Berlin.

■ www.berlinomat.com

berlinerklamotten

berlinerklamotten is a platform for fashion design and accessories from Berlin. The showroom opens during fashion fairs at different locations of the city. It presents an exclusive selection of 110 fashion designers. In 2005, it drew a crowd of more than 2,500 visitors.

■ www.berlinerklamotten.de

Belleville Store

The Belleville store is one project of the platform Belleville, which also contains the magazine bell, the art space "Belle Views" and music events which are happening regularly in the store. The assortment of the store offers fashion labels from all over the world, but also books and magazines.

■ www.belleville-store.de

AusBerlin



Designshops

- amurkudis@gmx.net
- www.ausberlin.de
- www.belleville-store.de
- www.berlinomat.com
- www.bestshop-berlin.de
- www.claudiaszkoda.com
- www.eisdieler.de
- www.f95store.com
- www.galerias-lafayette.de
- www.herz-stoehr.de
- www.ilkafielder.de
- www.kadewe.de
- www.konk-berlin.de
- www.nardinollection.de
- www.nix.de
- www.sai-so.com
- www.stilwerk.de/berlin
- www.temporaryshowroom.com
- www.thatchers.de
- www.wunderkind.de

Fashion Fairs

- www.eurofashionweek.com
- www.fashion-week.de

Showrooms

- www.berlin-fashion-showrooms.de
- www.kiefholzateliers.de
- www.dreswild.de
- www.labels-berlin.com
- www.wallcity-showrooms.de
- www.armando.de

Shopping

- www.q205.com
- www.stilwerk.de
- www.minimum.de
- www.modus-moebel.de

Jörg Wichmann, Berlinomat:

"Successful design is based on emotional persuasion of a particular target group. The balance of independence and functionality is an important indicator for successful design."

Karl-Heinz Müller, Bread & Butter

"The culture of design that has grown in Berlin has been satisfying international standards for a long time. In Berlin this culture had the chance to grow and to thrive since the German capital is the ideal basis for creative potential."

Reading, Glancing, Virtual Explorations

Design magazines and internet platforms from Berlin

More than 250 publishing companies, magazines and newspapers have settled in Berlin. An enormous number of high-quality journalists and writers provide creative input for the local publishing businesses. Berlin consequently became the home of many magazines dealing with lifestyle, culture and different scenes, for example *Tip*, *Zitty*, *030*, *Home*, *IQ*, *Deutsch Magazine*, *Qvest*, *BBulletin*, *Style&The Family Tunes*, *shift!* and *Leonce*. The city's multicultural background and close networking between design, film and lifestyle makes it an ideal test market for new publications.

The following section introduces a selection of exciting publications, internet platforms and magazines from Berlin focusing on design, art and architecture.

DEUTSCH Magazine

DEUTSCH Magazine is an international lifestyle magazine reporting on topics and trends in the areas of fashion, art, design and architecture. Reports are complemented by spacious fashion spreads. Published ten times a year, the magazine sells 100,000 copies of every edition. DEUTSCH Magazine readers are people with the ability to link their vision of a creative and multi-faceted world to a cosmopolitan lifestyle.

■ www.deutschmagazine.org

Qvest

The society magazine *Qvest* is internationally known as the German trend bible. It predominantly deals with culture, fashion, art and architecture. In addition, the magazine features regular columns, such as "Qrew" and the "Q-Spots" which are calm investigations of both minor episodes of life and news of the month. Every edition is dedicated to a particular motto. Whereas the publishing house is based in Cologne, the editorial office is located in Berlin.

■ www.qvest.de

BREAD & BUTTER BULLETIN

The former "business magazine" has started a new concept. It has been transformed into an international trade magazine with a strong lifestyle aspect. In the trade segment *BBulletin* is unique since it highlights all subjects with emotional approach. Starting in January 2006, *BBulletin* is the mirror of contemporary lifestyle culture and at the same time the philosophical enhancement of *BREAD & BUTTER* and its protagonists. It stands for the diversity of contemporary fashion and lifestyle with all its facets. "The Bulletin" is published quarterly with a distribution of 30,000 copies. About 30 % are distributed nationally, the remaining 70% are distributed worldwide.

■ www.breadandbutter.com

Style & The Family Tunes

Style & The Family Tunes is an independently published magazine, distributed all over the world since 1994. The editorial range covers fashion, beauty, music, art, architecture, photography, literature and film. *Style & The Family Tunes* has won various prizes, e. g.: ADC Awards, Lead Awards and Award for Print Excellence 2005.

■ www.stylemag.net

Sleek

Sleek is a bilingual magazine. The reports, picture spreads and interviews of this quarterly publication portray antagonisms of contemporary society. Thereby the magazine pays close attention to visual qualities. Most pictures are creations of famous international photo artists, stylists and designers. In 2004, *Sleek* received three awards from the Art Directors Club.

■ www.sleekmag.com

Hekmag

Hekmag offers a platform to the international working network of fashion, design and art. The magazine is a journalistic antithesis to the slick, more lifestyle-oriented fashion reporting. Twice a

Sleek



year *Hekmag* will present a panorama of the worldwide fashion scene and what influences it, compiled by a transnational editorial team. They adhere the principle: "We search for a surprising perspective, letting various creative branches collide so that something new can emerge."

■ www.hekmag.de

H.O.M.E.

H.O.M.E. is a magazine for "modern living spaces" focusing on the portrayal of lived harmony between architecture, furniture design, fashion, cars and new technologies. It is closely connected to market and opinion leaders, for instance *Stilwerk*. One result of this cooperation is *Stilwerk's* new customer magazine, which will be published by Ahead Media in 2006.

■ www.home-mag.com

Shift!

Shift! is a publication which could not be reproduced. The magazine consists of different materials. It uses different media and is alternately published as print edition or E-book. *Shift!* invites international artists to participate with their works. Every edition is dedicated to a particular subject matter.

■ www.shift.de



DEUTSCH Magazine



H.O.M.E.

- www.berlinerklamotten.net
- www.berlinomat.com
- www.modesearch.de
- www.berlindesignblog.de
- www.fashioncommunicates.com
- www.fontshop.de
- www.designmai.de
- www.achtung-mode.de
- www.berlinermagazine.de

BBulletin



DESIGNMAI Platform

The platform provides all information on the works of designers who participated in the DESIGNMAI-Festival. The additional German-English documentation features important facts, statistics and pictures. It is distributed to journalists, design business, sponsors and museums.

- www.designmai.de

Survey Design Szene Berlin

In 2003, the International Design Center Berlin (IDC) published an extensive study on design in Berlin. Aside from an assessment of the design scene's economic potential, it also features a comprehensive index of addresses, which includes the areas of product design, furniture design, fashion design, interior design and communication design.

- www.idz.de/designszene

berlindesign.net

berlindesign.net presents more than 250 young design business from Berlin. Design-interested people are invited to discuss new trends, ideas and styles. In addition, the platform offers information on designers, exhibitions, universities and specialist literature. Designer products of participating design business may either be ordered during the festival at the showroom or all year round at the online shop.

- www.berlindesign.net

formfenster.de

Formfenster informs about contemporary design culture in Berlin. They regularly publicise dates of design-related exhibitions, panel discussions, workshops and other events. The platform's archives feature a large collection of articles from newspapers and design magazines.

- www.formfenster.de

André Aïmaq, Hekmag

"The inspiration for this is on the streets. Whether Architects, Fashion Designers, Advertisers, Filmmakers, Musicians, Publishers – they all come to Berlin and for the same reason: they know that here, they are with like-minded people from all corners of the world. Nothing is established, everything is possible."

Anita Bachelin, Premium Exhibitions:

"Berlin is dynamic. It is full of energy and ideas. No other German city stands the comparison with the size and international atmosphere of the capital. Here is a productive melting pot for all creative disciplines such as fashion, art, architecture, music and others. Berlin is a tolerant multicultural city and a comparably inexpensive place, which especially suits young creative crowds."



Specials for Design Aficionados

Museums and exhibitions focusing on design

People who enjoy design may easily quench their aesthetic thirst with Berlin's numberless collections of photography, design and handcraft objects. The city's museums and exhibitions feature all historical and aesthetic facets of design, fashion, fine arts and photography.

Berlinische Galerie

The Berlinische Galerie was privately founded in 1975. The young and experimental museum features art work, photography and architecture created in Berlin from 1870 until today. In October 2004, the museum officially opened on the new premises of a historical glass storage building.

■ www.berlinschegalerie.de

Bröhan Museum

The Bröhan Museum specialises in Art Nouveau, Art Deco and Functionalism (1889 – 1939) of international provenance. The spectrum includes prominent examples of French, Belgian, German and Scandinavian Art Nouveau and ensembles of French Art Deco. The Bröhan Museum houses an exceptionally rich collection of porcelain from distinguished manufacturers as well as pieces of metal works from the most influential artists of the time including early industrial design.

■ www.broehan-museum.de

Museum of Decorative Arts

The Museum of Decorative Arts is the oldest of its kind in Germany. It features leading architects, sculptors and designers from the Middle Ages to Renaissance and Art Nouveau up to the present. The so-called "New Collection" complements arts and crafts of the 20th century with industrial products that still influence our lifestyles. The



German Historical Museum

recent acquisition of the collection from couturier Uli Richter has been a very rewarding step for the museum. The new collection provides the ideal supplement to the Kamer/Ruf collection, which features fashion design from America and France.

■ www.smb.spk-berlin.de

Bauhaus Archive

The Bauhaus Archive is concerned with the history and impact of Bauhaus (1919-1933), the most influential school for architecture, design and art in the 20th century. The building, drafted by the founder of the school Martin Gropius, houses the world's largest Bauhaus collection. It features studies and workshop pieces from all fields of design, but also architectural plans and maquettes, artistic photography, comprehensive photo archives and a library. The Bauhaus Shop offers more than 250 utility objects, of which a special selection can be ordered online.

■ www.bauhaus.de

Werkbundarchive

Finally, the Werkbundarchive has found a new home in Berlin-Kreuzberg. Starting in 2006, the internationally acknowledged archive invites the public to view collections of design and objects of everyday culture in the 20th century. The exhibition is supplemented by a specialists' library with more than 10,000 volumes and special document archives. Object collections include the model collection of Deutscher Werkbund and numerous company collections (for example AEG, Braun, Arzberg, WMF, Pelikan, Kaffee Hag, Bahlsen, Weck and Odol).

■ www.museumderdinge.de

Vitra Design Museum

The Vitra Design Museum maintains one of the largest collections of modern furniture design in the world. Special areas of the collection include early industrial bentwood furniture, tubular steel furniture from the 1920s and '30s, key objects of Scandinavian

Werkbundarchive antenna





Bauhaus Archive



C/O Berlin – The Cultural Forum for Photography

C/O Berlin is a unique institution. Nowhere else are photography, design and architecture combined thematically in an institution based on private initiative. Since 2001, the major names in international photography (James Nachtwey, Anton Corbijn, Annie Leibovitz and René Burri) have held exhibitions at C/O Berlin with a series of exclusive selections of their work. The focus is both on contemporary photography and on young experimental positions. With its workshops, meetings and performances, C/O Berlin is a location for events, talks and discussions. The C/O Lectures offer a platform for current positions in its three disciplines.

■ www.co-berlin.com

Bröhan Museum



Design from 1930 to 1960, Italian Design and contemporary developments. A further area of special interest is American Design, ranging from Shaker pieces to the postmodern seating of Robert Venturi. The Museum Collection also holds several prominent estates, including those of Charles Eames, Verner Panton, Anton Lorenz, and Alexander Girard. In the end of 2006 the museum reopens at the areal Pfefferberg in Berlin.

■ www.design-museum.de

German Historical Museum

The museum's collection maintains more than 15,000 clothing articles from the mid 18th century to the present.

One focus is on the history of civilisation and commodities of everyday life, represented by special exhibitions such as "Corsets from the 18th Century", "Clothing and Textiles from the GDR" and "Clothing – Status Symbol for the Young". The latter presents parkas from the 1970s and skinhead bomber jackets from the 1990s. Furthermore, the collection features more than 500 civilian uniforms and different working cloths of companies and political organisations. The German Historical Museum is also in possession of one million negatives and prints from numerous estates of photographers, photo agencies and private contributors.

■ www.dhm.de

Museum of Photography

The new museum deals with various aspects of photography. Exhibitions are supplemented by research studies and scientific documentations. Besides exhibition spaces and archives, there is also a reading hall with a reference library, a restoration studio and an educational section with a photographic laboratory. In 2004, Helmut Newton donated 1,000 pictures to the Helmut Newton Foundation, which presents alternating exhibitions on life and works of the famous photographer.

■ www.smb.spk-berlin.de

Mateo Kries, Vitra Design Museum:

"As a design city, Berlin does not fit in conventional categories. Whereas classic design cities, such as Milan, Paris or others are automatically associated with particular times, industries or trends. Berlin still shows a great diversity of trends in many different areas. Consequently, the connection between disciplines and styles plays an important role."

Stefan Erfurt, C/O Berlin

"Today, Berlin is in a paradoxical situation. The city is a political, scientific and cultural center that enjoys the attention of the world. But in an economic sense, Berlin lags in some disciplines behind other cities. The only way out of this conflict is to find new forms of private cultural commitment that go beyond rigid state funding. This represents a risk, but also an opportunity that many creative people in Berlin are taking up, with great success!"

Special Moments

Design related events

Numerous trade fairs and permanent sales platforms in Berlin are supplemented by many other events in the areas of design, photography and fashion. The following presents a small selection.

DESIGNMAI – International Design Festival Berlin

Since 2003, the annual design festival DESIGNMAI presents the most innovative international design trends and their creators. DESIGNMAI supports international design exchange and cooperations. The festival also provides Berlin designers with opportunities for the development of networks and the presentation of their work to international audiences. DESIGNMAI features exhibitions, workshops, panel discussions and showroom presentations. More than 100,000 design aficionados, collectors and journalists visit the festival every year.

■ www.designmai.de

UPdate

UPdate is a forum which took place for the very first time in March 2005. Amongst the 55 exhibitors were photo agents, production companies, model agencies and hair, make-up & styling agencies presenting their services and portfolios. The forum has been visited by creative directors, art directors and decision makers from the areas of creation, marketing and fashion design coming from all over Europe.

■ www.up-date.ws

European Month of Photography

In 2004, the partner cities Paris, Vienna and Berlin launched the cooperation European Month of Photography. More than 90 museums, collections, archives, cultural institutions and private galleries contributed to the project featuring more than 100 different exhibitions and



Walk of Fashion

events. Exhibitions were supplemented by panel discussions, lectures and conventions. The “Month of Photography” has strengthened Berlin’s photography scene and elucidated the potential of Berlin. It is scheduled to continue in 2006.

■ www.2004.photographie.com

Berlin Photography Festival

The first Berlin Photography Festival was launched with an eight-week-long exhibition at the Martin-Gropius-Bau in September 2005. The festival, dedicated to the motto “After the Fact”, connected different photographic activities in Berlin and initiated an intensified discourse on international photography. On the background of increasing digitalisation, the documentary approach has celebrated an astonishing comeback. The exhibition’s main focus was on new ways of photographic documentation, i. e. ways that artistically combine fact and fiction.

■ www.berlin-photography-festival.de

Fashion Shows

Supplementing professional fashion fairs, the fashion departments of educational institutions present the collections of their graduating classes twice every year. For twelve consecutive years, the highlight has been the presentation by **Vivienne Westwood** students at the **University of the Arts**. However, shows by fashion schools like **Esmod**, **BEST Sabel** and others are ready to stand comparison with those extraordinary performances. Esmod, for example, presented the works of more than 40 students in July 2005. In addition, media companies and well-established fashion brands regularly sponsor fashion shows of design newcomers. Among them the **Becks Fashion Experience**, the **Moët & Chandon Fashion Debut** and a synergetic combination of fashion and music at the **MTV Designerama**. Last, but not least, fashion companies like **Adidas**, **Puma**, **Boss** and **Strenesse** present their latest collections with glamorous events. Boss’ last show, for example, took place at the German Opera House, whereas Adidas presented its collection on underground trains.



Walk of Fashion



Design Awards

- www.moet.com
- www.becks.de/marke_fashion
- www.drewsstoffe.de
- www.premiumpr.de
- www.renault-traffic-design.de
- www.udk-berlin.de/lili

DESIGNMAI

ENGEE Styleshow and ENGEE Style Embassy

The ENGEEberlin Style-Show is the prelude event to the Berlin Fashion Week. Up to 15 carefully selected fashion labels are present in a unique Berlin fashion show. The presentation strengthens the market value of each individual label. The ENGEEberlin Style-Embassy presents Berlin fashion labels in the residence of German ambassadors in Europe.

- www.engee.de

Walk of Fashion

Walk of Fashion is considered one of the highlights of the summer Fashion Week Berlin. In contrast to fashion fairs, this event is directly aimed at consumers. Every year, tens of thousands of people follow the designers' gigantic fashion show on a two-kilometre-long catwalk in Berlin-Mitte. A selected audience is invited to the final presentation.

- www.walk-of-fashion.de

Fashion Awards

The "Award for International Fashion Design" has been taking place in Berlin

for several years. Prizes are awarded to innovative European newcomers. One hundred out of 800 designers from 14 European countries are selected for the final competition and the award celebrations at a festive gala. Since 1976, the "Goldene Nase" Award is annually presented to newcomers and fashion trendsetters. The event was initiated by Ruth Haber – the Grande Dame of German fashion journalists – who has followed developments of the fashion industry for more than 50 years.

For Experts

Conferences focusing on design

Famous conferences and conventions have become the basis for national and international exchange between designers.

TYPO Berlin

Since 1995, the company FontShop has been organising the annual international Graphics and Design Conference TYPO Berlin. With more than 1,400 registered visitors, Typo has developed into one of the most important design meetings in Europe. The great reputation of the conference is justified by the participation of important persons of international design, such as Irma Boom, Neville Brody, David Carson, Kai Krause, Günter Gerhard Lange, Wally Olins, Carlos Segura, Erik Spiekermann, Gerard Unger, Prof. Kurt Weidemann, Jörg Zintzmeyer and Stefan Sagmeister. The event is complemented by a trade fair.

- www.typo-berlin.de

AGI CONGRESS Berlin

Graphic Design was for a long time said to be the very own domain of the advertising industry. Until today, practical questions are dominating in publications and congresses. To put graphic designing in the light of a theoretic interest is the aim of the exhibition of the graphic design world congress, which is collecting the very different perspectives of the subject of design. For instance, it is raising the question for the reason of the self-chosen reserve of design regarding fine arts.

- www.a-g-i.org

German Design Conference

The German Design Conference is hosted by the International Design Center Berlin (IDC). Its structure is based on the Aspen Design Conference in Colorado. Every two years, it organises an international forum for designers, scientists and representatives of the economy. Since 1996, the event drew an expert crowd of 300 to 500 people



TYPO Berlin

every two years. Following the reorganisation of the IDC, the tradition is supposed to be resumed.

- www.idz.de

Interior Motives Design Conference

This forum, introduced in June 2005, is aimed at leading international designers and experts in the fields of car design, car technology, fashion design, architecture and furniture design. The conference is a platform for the exchange of both experiences and contacts. Among the participants have been designers from DaimlerChrysler, Volkswagen, Johnson Controls and Renault.

- www.interiormotivesconference.com

Creative Industries Initiative

Active political support for designers

The official Creative Industries Initiative of the City of Berlin has initiated and supported different design activities, of which some will be introduced. Updated information on further projects of the Initiative and contacts can be found online at:

■ www.projektzukunft.berlin.de

Roundtable Design

This meeting has been taking place every eight weeks since November 2004. It includes important figures of Berlin design. Among the participants are members of IDC, DESIGNMAI, Vitra Design Foundation, Esmod, ART+COM, Plex, but also individual designers and the organisers of trade fairs and platforms Berlinomat, Premium Exhibitions and Bread & Butter. Roundtable Design has developed the concept for Berlin's application for the UNESCO certificate "City of Design" and initiated the design network "CREATE Berlin". The next goal is to develop an internationally effective PR campaign for the design city Berlin. New members are welcome!

■ www.create-berlin.de

Design Shopping Guide

No matter whether you are looking for fashion, product or furniture design: 1,300 designers make Berlin the Ger-



Roundtable Design

man capital for creative professionals. It was about time for a shopping guide that would introduce the 350 leading designers, shops, studios, department stores and platforms in Berlin. The 200 pages long guide "Expedition Designpole Berlin" includes convenient district maps with marked locations. Shop owners and designers have contributed pictures and short descriptions of their shops and labels. The bilingual publication (German/English) is available at bookstores (ISBN 3-00-017740-5) and selected hotels.

■ www.designpole.de

Design Shopping Guide



UNESCO Certificate "City of design" – Joining the Creative Cities Network



In November 2005, the UNESCO appointed the city of Berlin to the global Creative Cities Network. Berlin was the first European city to receive the certificate "City of Design". The title is an important international acknowledgement for the city and all those who work and teach creatively in Berlin. With more than 6,300 companies and an annual overall turnover of € 1.4 Billion, the design industry has become an important economic factor in Berlin. The network facilitates the realisation of cooperation strategies and the exchange with international metropolises, such as Shanghai and Buenos Aires.

Design in Berlin

| | Companies | Revenue in T € | Employees |
|--------------|--------------|------------------|---------------|
| Architecture | 2,701 | 472,275 | 5,168 |
| Advertising | 1,477 | 533,589 | 3,943 |
| Design | 1,300 | 131,911 | 280 |
| Photography | 437 | 50,338 | 799 |
| Artists | 406 | 34,266 | 187 |
| Total | 6,321 | 1,222,379 | 10,377 |

Source: Employment and Business Statistics 2003



Roundtable Design

Showrooms for Students

Germany's first showroom and sales platform for fashion schools opened during the Berlin Fashion Week in January 2006. Besides selling their products, students will also benefit from an extensive information pool and useful contacts to production business, fabric suppliers and garment factories. In addition, the shop is also a valuable introduction to professional shop management for students. This groundbreaking project represents the City's strong efforts regarding the professional future of students. The design and fashion school shop offers small collections and accessories at 200 square metres. It is linked to the sales platform Berlinomat – the platform for Berlin design.

■ www.berlinomat.com

Website Design Scene Berlin

Based on an established database, the IDC has launched a new bilingual internet portal. It features additional functions, search options and services. An extensive database as well as detailed company profiles reflect the great potential of the Berlin design scene. The platform was founded to facilitate networking and the search for possible cooperation partners. It also includes

regularly updated information on events, further education, jobs, competitions and design awards.

■ www.idz.de

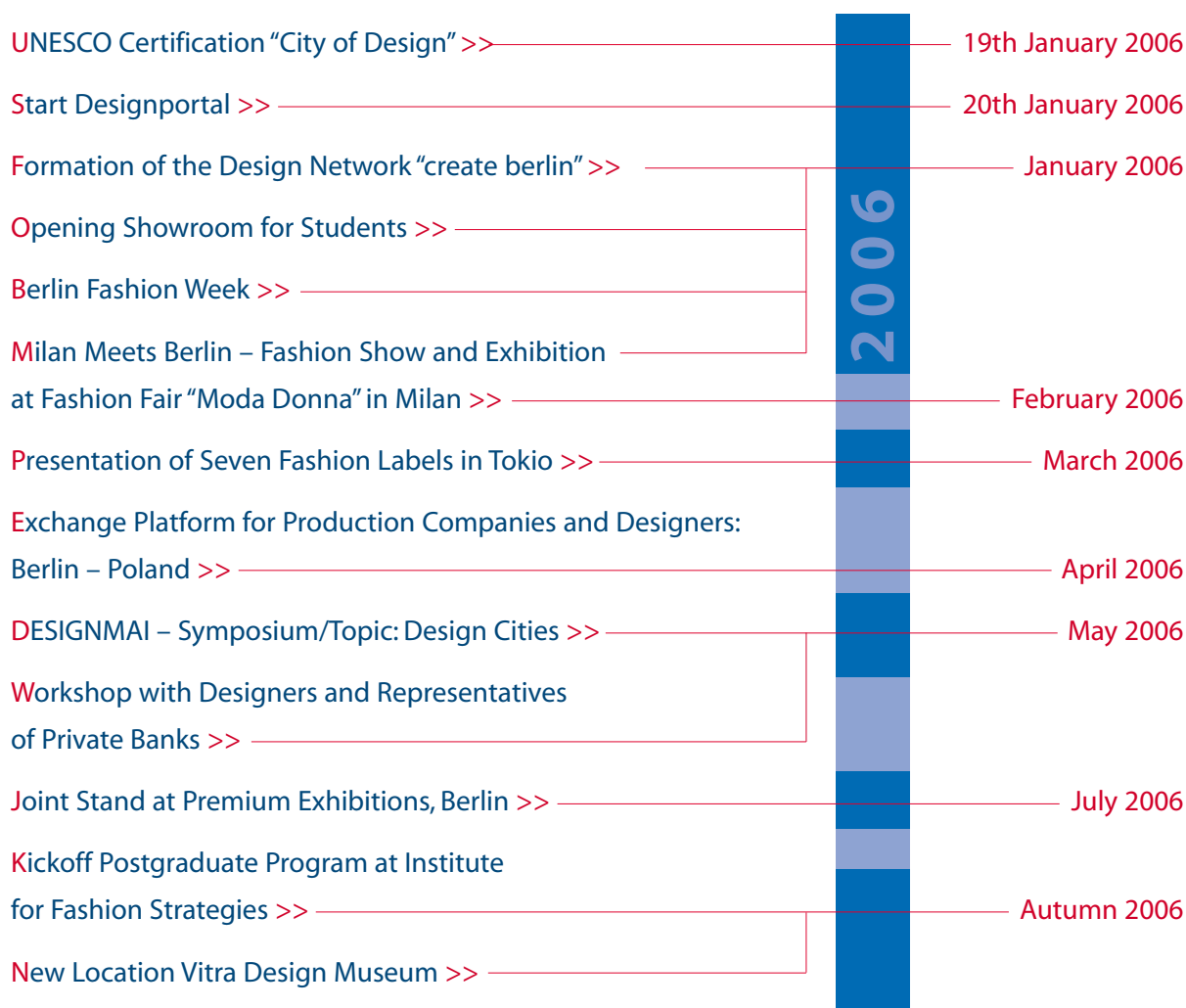
Joint Fair Stands and Presentations

In July 2006, Berlin fashion designers will introduce their first joint stand at the fashion fair Premium Exhibition in Berlin. For the next years, the network "create berlin" is planning additional presentations in Milan, Cologne, Brussels, Barcelona and Shanghai.

Coordination Berlin



Timetable



About Projekt Zukunft

Projekt Zukunft is an initiative of Berlin's local government. It is committed to structural changes towards an information society. Projekt Zukunft develops strategies and supports Media, IT business and creative industries. It initiates innovative projects and assists in realising public-private-partnerships. Projekt Zukunft also coordinates events and publications aimed at the promotion of public dialogue on those issues. Linking economy with sciences, politics and administration, Projekt Zukunft optimises general conditions for the future growth of information technologies, telecommunication, E-Government and Creative Industries.

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Berlin was the first European city to receive the certificate "City of Design" by the UNESCO.



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