



zendome

Zendome GmbH
Schwedter Straße 34a 10435 Berlin
Germany
T +49(0)30 473 776-0
F +49(0)30 473 776-29

Berlin, April 2008

PRESS RELEASE

The 'Berlin Design Dome' is on air

Architecture makes design palpable and presents the vitality of the capital.

It is no secret. Berlin is in. The city ranks third behind London and Paris in terms of most popular city holidays. It was awarded 'City of Design' by the UNESCO in 2006 and its creative economy starts international trends.

With the goal of establishing Berlin as international and sustainable city of design, the young companies Coordination Berlin, Hidden Fortress German Branch, System 180 and the Zendome GmbH together with the design network Create Berlin, the DMY International Design Festival Berlin as well as the lighting design laboratory Room Division are making plans for a new experience: the 'Berlin Design Dome'.

The partners know: the time has come to position Berlin. "We want to communicate the creative potential of the city. We want it to be realised very explicitly and confirm this reputation abroad" says Gordian Overschmidt, one of the managing directors of Zendome.

The Zendome, a geodesic cupola from Berlin, is the new creative ambassador for Berlin, making sure that the design city is represented internationally in the media and also creating a platform for brand oriented encounters.

The television tower which is long known and used as an architectural and graphic symbol, as image brand for TV shows, fashion, art and product design from Berlin will now go on the air as 'Berlin Design Dome' creating publicity. The main purpose of the over dimensional and mobile Berlin TV tower is to send the pulse of the 'City of Design' into the world and make its spirit a concrete experience.

In preparation are appearances of the 'Berlin Design Dome' in Paris, London, Basel, Miami and New York, at all important fashion, product and furniture design and art fairs but also as space for ideas at important event of the Berlin business world.

First stop: Milan. At the most important furniture design fair 'Salone Internazionale del Mobile' a cross section of the Berlin design scene will be exhibited and a platform for companies and exhibitors created. With the 'Berlin Design Dome' the exhibition design and the architecture itself will be an experience.

Werner Aisslinger, designer, professor for product design and appreciator of the Milan scene has decided to curate the exhibition and will lend the whole event a high level of 'credibility'. Professor Francois Burkhardt – renown design theoretician, author, art director for Thonet and former manager of the Centre George Pompidou in Paris – will also be active as curator for the exhibition. The commitment to the project is another clear sign that Berlin is an important creative centre.