



zendome

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## PRESS RELEASE

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### **Awarded Temporary Architecture**

**On the 15th of December the publisher “Süddeutsche Zeitung Verlag onpact GmbH” hosted the German Awards for Three Dimensionality in Munich. The young Berlin company ZENDOME, manufacturer of Mobile Event Architecture made from Geodesic Structures, was there.**

In the competition for the German Three Dimensionality Award (DP3D) “Goldene Flame 2008”, the Berlin company Zendome was nominated for the Berlin Design Dome. Together with the partners Hidden Fortress, Coordination Berlin and Create Berlin, the project was on the list of the best and was awarded “outstanding” in the category “Worlds of Experience – Temporary Architecture”!

With this prize, the publishing company “Süddeutsche Zeitung Verlag onpact GmbH” as organiser wanted to acknowledge the design potential of companies, designers and architects on the German and bordering markets as well as the integrated realisation of brands in interior design, company buildings, temporary architecture, product and furniture environments.

Hanns-Peter Cohn, CEO of Vitra GmbH, Eva Schaeffer, chief editor of Elle Decoration as well as other independent jurors from business, media, universities, marketing and design all agreed that the Berlin Design Dome was a successful transfer of the brand of Berlin as design city to its spatial realisation.

In April of 2008, the over dimensional Berlin TV tower had presented young design 'Made in Berlin' very media effectively as a creative ambassador to the capital at the Milan Furniture Fair 'Salone Internazionale del Mobile'. The plan was successful – the international public identified the fresh fair hall as a stylized TV tower and the city was perceived as a worthwhile travel destination as well as an attractive living and working environment. The concept realised a totally new concept of presenting Berlin in form of temporary architecture. The recognition was guaranteed and was used to position the city within the international forum.

Apart from Zendome other fair stalls such as Today and Tomorrow by the Bayer Corporation, the B-Fair-Set by Mercedes-Benz of the Daimler Corporation and the MINI Catwalk by the BMW Group were nominated in the category 'Worlds of Experience – Temporary Architecture'. Winners were Scholz & Friends with their art installation “The Arts. ABC of Humanity” for the Federal Ministry for Education and Research.

Following the series of lectures 'raumbrand.Forum' on the topic “3D Branding – the art of intelligently using creative space” there was the official award ceremony.



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