



zendome

Zendome GmbH
Schwedter Straße 34a 10435 Berlin
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A short history of ZENDOME: FACTSHEET

Company domicile

Berlin - Prenzlauer Berg, Schwedter Strasse 34a, D-10435 Berlin

Founding date

2005 as a company founded under civil law, founding of private limited company in 2006

Founding members

Carsten Fulland, Gordian Overschmidt & Michael Schneider

Legal status

ZENDOME GmbH – hrb 100862 b // Berlin Charlottenburg

Products and services

ZENDOME manufactures semicircular communicative spaces made from special geodesic structures. ZENDOME constantly develops these geodesic structures and creates space for ideas. The company is renowned for its unique design and aesthetic as well as high stability and variability. Individual needs of our customers can be easily arranged: Size, colour, printing of the membrane as well as the number of windows and doorways can be individually ordered.

The product portfolio of the ZENDOME GmbH includes several different sizes: The ZENDOME.standards (Modular): ZENDOME.30M, ZENDOME.75M, ZENDOME.150M and the ZENDOME.300M. Additionally there are also the ZENDOME.domespaces that combine two or more domes with each other. The ZENDOME.20 home edition brings the ZENDOME design to the exclusive house and garden. ZENDOME.systemecture (partner: System 180) stands for individual and unique solutions for special creative desires. In association with the Kiebitzberg Gruppe ZENDOME offers solutions for temporary hotel facilities. And completing the "we take care of everything" packages we also offer the ZENDOME.floorsystem, individual planning, construction and additional services such as interior and lighting design to name but a few.

Company goals

ZENDOME is constantly developing its products taking the markets' needs into account and also optimizes its products according to the individual requirements of the customers in terms of material, handling and product complementation.

Company philosophy

The interdisciplinary team respects the many decades of tradition behind the idea of efficient architecture and wants to make the advantages accessible to a wide audience. With these stylistic



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and easy transportable spaces, ZENDOME perfectly meets the requirements of organizers in terms of mobility and exclusive design. Due to all these facts the mobile spaces by ZENDOME can be deployed in many different ways: as bearers of advertising with a high potential for identification for any brand, as spaces for any product presentation, as lounges, information or communication spaces.

ZENDOME is always looking to optimize its products and is always sure to use the best quality materials.

ZENDOME is Made in Germany and thus promotes Germany and the city of Berlin.

ZENDOME does not tolerate any discrimination and does not work with clients or suppliers that do not respect the freedom of the individual or the democratic principles.

Partner

All ZENDOMES are manufactured in traditional handcraft with powder coated, galvanized steel and high-tech membranes in Germany

Production of the membrane material: Ferrari

Production of the transparent foil by the Renolit AG

Logistics: Rieck

Required documentation, calculation and building construction of the ZENDOME are certified within the DIN 4112 / DIN EN 13814 by the TÜV Rheinland.

Distribution

Direct distribution with partners:

Switzerland: Bieri Blachen AG, CH-6022 Grosswangen
tel +41 [0] 41 984 21 21, fax +41 [0] 41 984 21 21, mail info@bieri.ch

Austria: DI(FH) Ingo Cvilink, ATU 62 52 23 36, Koloniestraße 6/11, 2602 Blumau-Neurißhof,
tel +43 [0] 664 914 22 08, mail i.cvilink@zendome.at, web www.zendome.at

South Africa: ZENDOME Africa Limited, No 17 Mount Helicon, Cotswold Avenue, Florida Hills, 1709 Gauteng, South Africa; Audri Joao: tel +27 82 828 46 40, mail audri@zendome.co.za; Hugo van Heerden, tel +27 82 688 84 80, fax +27 82 131 828 46 40, web www.zendome.co.za

Target groups

Company brands, Communication agencies (Event, advertising, promotion, trade fare construction, PR) – Art and Culture, hotels and people with ideas.

Employees

Apart from the three managing directors, ZENDOME employs eight people full time and 15 people on a freelance basis.



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Presence on trade fairs

ZENDOME presents its products on international fairs (such as World of Event) as well as house and private fairs.

ZENDOME PORTRAIT

The Berlin based company stands for the future, for overcoming formal boundaries and the aspiration of a perfect experience of space. The focus is on the essential, the original: the organic form of the hemisphere.

ZENDOME stands for highest aesthetic demands with a minimum of material and largest possible interior space. The sustainability of ZENDOME lies in its variability. The simple but solid structure creates possibilities for design and innovative materials.

ZENDOME also means flexibility. Because in form also lies freedom. ZENDOME'S potential for variation is the ideal basis for any kind of event. This is the real challenge.

Synergies are created: Whatever the concept and planning require must be met with innovative material and its use right up to the point of construction. The construction of every ZENDOME is realized in cooperation with highly qualified companies in production, textile manufacturing and metalwork.

ZENDOME – exclusive space for special occasions

INTERVIEW WITH GORDIAN OVERSCHMIDT, MANAGING DIRECTOR

Mr Overschmidt, what is ZENDOME?

ZENDOME is a way of life, a way of being and perceiving, a philosophy of experience. But speaking on a worldly basis, ZENDOME stands for two things: mobile spaces made from organic, geodesic structures and for a Berlin based company that manufactures and distributes these ZENDOMES.

How was the idea for ZENDOME born?

Michael Schneider first noticed the fascinating geodesic bamboo constructed domes on several festivals. And from the first spark of inspiration to the idea of optimizing this product and then further to the professional production it was merely another small step. More than anything else, there was nobody who built or sold any such spaces in Europe. Later on, Carsten Fulland and myself joined in and together we laid out the entrepreneurial foundation of the company. The idea was developed and the ZENDOME was perfected.

After one year you have already created job opportunities ...

The natural and organic structures that build the base for the DOME seem to work for our company also. We have grown naturally and have managed to create a stable structure without needing borrowed capital – and now we provide work for eight employees, fifteen freelancers and



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ten partner companies. And at the same time we manufacture the ZENDOME exclusively in Germany and do not outsource any production to cheaper countries.

But what is so special about ZENDOME?

Well, the first impression is breathtaking. You can watch it every time someone enters a ZENDOME. The facial muscles relax, often people smile. It is the encounter of space that grabs you when entering this sacral and organically light DOME. You get the impression that you can float in the timeless elegance of the ZENDOME.

But this is only the first impression. The quality of the entire production process, the selection of all the materials, even the selection of production partners are all small factors that in the end make the ZENDOME so unique.

For whom is the ZENDOME?

ZENDOME offers space for ideas. It is the perfect place for presentations, conferences, advertising events, parties and where ever else people come together. ZENDOME creates a sensual atmosphere that makes any event unforgettable.

To answer your question directly: ZENDOME is the ideal location for any creative and sensual person of the 21st century.

Mr Overschmidt, thank you for the interview!

I thank you for your interest. (He said and disappeared to far far away galaxies with his own special ZENDOME)

Text: PG

PRESS RELEASE

60° instead of the right angle

Nature has its principles: it prefers 60° to the right angle. The young Berlin based company Zendome does too. The interdisciplinary team started developing unusual spaces for the event market: the organic form of the hemisphere.

Impressing special experiences instead of the usual tent feeling, that is their motto.

Zendome follows the architectural ideas of the German Physicist Bauersfeld and the American architect and visionary Buckminster Fuller, who had always followed the basic idea of sustainable buildings and developed the system of using the natural form of the equilateral triangle. Zendome further developed this especially material and energy efficient form and produced special mobile spaces as the first European manufacturer.

By means of colour print of logo and brand names as well as different doorways and windows, companies, organizers and communication agencies can have their own Zendome tailor made. Weather resistant high-tech materials provide a soft natural lighting through their translucent fabric and – this is especially important for Zendome – provide a very special atmosphere for parties, conferences and presentations. The geodesic structure also provides a stability that can easily take the load of heavy lighting and projectors.



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Creating space for ideas – that is the main focus for Zendome. To cross formal borders and to perfect the spatial experience. The variable space that can be altered through printing, lighting, size, windows and doorways in the classic Zendome.75M offers enough room for around 100 guests (standing) at a product presentation, image campaign or any other event. But much more geodesic space can easily be made available; and no limit is set when different DOMEs are combined by tunnels to a so-called Zendome.domescape.

The Zendome team is all for synergies – a term that was coined by Buckminster Fuller, who once revolutionized many ideas from architecture to management theories.

You can find more information at www.ZENDOME.de

PRESS RELEASE

The World Premiere of portable full dome (360°) projection

New technology makes three-dimensional (corporate) worlds come alive

This innovation has been developed through the cooperation of Sky-Skan Europe, based in Munich, and the company Zendome in Berlin.

Sky-Skan, a global leader in planetarium technologies, develops integrated full dome projection systems for fixed or portable installations; Zendome develops portable, sphere-shaped communication structures made from highly stable geodesic structures.

The combined result of the implementation of creative ideas: a breathtaking and heart-touching planetarium had its World Premiere at the event "30 years of HSH Nordbank" in Luxemburg. Sky-Skan filled the 150 sqm Zendome with a 360° projection system and made the stars shine above the spellbound guests.

A specially produced show from Sky-Skan amazed the guests by flying around the moon, drifting between the stars, tumbling through a worm hole and floating into new galaxies.

Like this, future (corporate) worlds can come alive that do not only appear two-dimensional but do completely immerse the viewers. Surrounded by light and sound, the message become a sensually intensive experience.

„The transportable 360° full dome projection system is available as Zendome *definit*™, in a variety of packages for the different Zendome sizes” says the CEO of Sky-Skan Europe GmbH, Glenn Smith.

The planetarium in Luxemburg was embedded into a landscape made from four variably sized Zendome (Zendome.domescape). They were part of a work of art where the spatial experience has been brought to perfection by the Sky-Skan system.

This World Premiere has been initiated by Medienfabrik Trier, who realized the embedding of mobile rooms and the potential of full dome projection for their customer.



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PRESS RELEASE

Zendome will now also enchant your home

Zendome prefers 60° to the right angle and manufactures geodesic domes for the event business. The young company is part of the Berlin creative trade and has now extended its product portfolio: it has heard your request and now brings the ZENDOME design to your exclusive house and garden. The result: the ZENDOME.20 Home-Edition.

20m² of beautiful space just to feel good and relax. The small, fine but none the less extravagant wellness oasis for your home makes you independent from the weather and adds just that little extra.

The applications are diverse: with the Zendome.20 you can invite friends to dinner into the weather proof garden house or you can cover the pool, parties can be held or the library relocated. Guests can be invited to stay in the outhouse or else the children can let their imagination run free. Zendome was able to create new synergies and has found E-stahl from Frankfurt/ Main as a new partner. You can order the Home Edition online under the category of Schön&Garten.

More information can be found under www.zendome.de/specials



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BACKGROUND

Walther W. J. BAUERSFELD & and the first geodesic DOME in the world.

When searching for the first traces of geodesic structures one does not have to look far: their development is "Made in Germany"

The story begins in Jena. The Berlin born physicist Walther Wilhelm Johannes Bauersfeld (1879 - 1959) worked for Carl Zeiss nearly 40 years until 1945 and was made managing director during the Golden Twenties.

As early as 1919 he had begun to develop a free standing cupola for projection use. He perfected the Icosahedra as described by Plato: "If one takes the known body whose surface is made up of 20 equilateral triangles and cuts every one of the 12 corners with level cuts one gets 20 hexagons and 12 pentagons." Or 60° instead of a right angle – a principle also to be found in nature.

What was the result? About 4 years later, 1923, Bauersfeld introduced his most popular invention to the public: the Zeiss Planetarium. The Cupola made of Ferro concrete with its expressionistic art elements is under monumental protection today. Hans Schlag and Johannes Schreiter were the architects.

At the heart of this 23m high building is the giant cupola. It is made of a special net of steel rods. This structure is named as the first geodesic cupola in the world and also as the forefather of all geodesic structures that later also inspired Richard Buckminster Fuller in the US.

Bauersfelds ideas concerning the development of the cupola where archived by the Zeiss Planetarium in Jena: "The large sphere is defined and its white inner surface is to be used for projections by numerous smaller projectors that are to be situated in the middle of the sphere." By building the planetarium in Jena Bauersfeld advanced the cultural education a lot. For the first time masses of people could afford to admire the phenomena of astrophysics.

Source: Zeiss-Archive Jena, handwritten notes by Bauersfelds.