

Press Release, October 10 2008: **GERMAN DESIGN EXHIBITION AT SHANGHAI INTERNATIONAL CREATIVE INDUSTRY WEEK 2008**

Berlin China Cultural Bridges is proud to present Germany at Shanghai International Creative Industry Week 2008, Shanghai's most important platform for design.

German Design was always setting new standards, creating strong and international renowned brands, marked by names as Audi, Braun, Porsche, Siemens – if only to name a few. With their unique branding, these brands stand not only for highest quality, but also for an unobtrusive design focussed on functionality – attributes regaining importance in the times of globalization, as they create distinctive identities which are essential to succeed in international markets.

The participants of the German exhibition work in this tradition. Furthermore, collaborating with their branch offices in China, they gained wide experiences in local markets over the years. By this means, they demonstrate how to successfully challenge projects – be it in Germany, in China or internationally. They are creative, flexible and intuitive while upholding their identity and bringing it into their products and projects:

- **Logon Architecture** – combining the knowledge of international architects with the solid experience of its Chinese staff and partners
- **Luxoom** – creating fascinating product experiences for brands such as Porsche, MINI, Volkswagen and Audi in China
- **Mediaman**, providing high-end interactive concepts and designs for international brands in China as well as Chinese brands entering international markets
- **Playze Architects** – exploring mobility and intercultural exchanges in global market niches with offices in Germany, Switzerland and Shanghai

The exhibition is held under the patronage of the Consulate General of the Federal Republic of Germany Shanghai. Berlin China Cultural Bridges and the participating agencies are looking forward to contributing to the Shanghai Creative Industry Week 2008 and to extending the successful collaboration with the organisers.

GERMAN DESIGN EXHIBITION October 16th to 21st 2008, daily 9am to 5pm

GET TOGETHER (guided tour, German food & beer) October 16th 2008, 6pm to 5pm

LOCATION 695 Lingshi Rd, Zhabei district (www.berlin-china-bridge.com/s08.gif)

FURTHER INFORMATION/PRESS ENQUIRIES

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ORGANISERS/PATRONISERS

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Consulate General of the Federal Republic of Germany Shanghai



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BACKGROUND

SHANGHAI INTERNATIONAL CREATIVE INDUSTRY WEEK

On October 15 – 21, 2008, Shanghai will hold the „2008 International Creative Industry Week“. The Week’s activities base on the topic of „Brilliant Creativity – Design Future“, comprising three parts of content - Shanghai International Creative Industry Expo, Shanghai International Urban Creative Industry Forum and Shanghai „Creativity Pageantry“ Awarding Ceremony.

The activities will be of the largest scale after International Creative Industry Week’s past three sessions since it launched in 2005. This session will set up the IF China Award under co-operation with German’s IF Design Award, and will present part of the IF China’s awarded works. The Forum, as a major part of the activities, in particular invited 11 directing members from ICSID – International Community Society of Industrial Design, the world’s most influential society in industrial design, to have face-to-face dialogues and communications with domestic creative designers, discussing how to make Shanghai the future metropolis of creativity.

BERLIN CHINA CULTURAL BRIDGES

Berlin China Cultural Bridges (BCCB) is an organization that promotes cultural exchange between Berlin and China. BCCB initiates and organizes exhibitions, panels, lectures as well as exchange programs and collaborative projects.

BCCB encourages understanding between the cultures. In order to create a basis for a sustainable exchange, it aims to:

- present a contemporary picture of China in Germany – beyond stereotypes,
- establish the awareness of Germany’s creativity and culture in China, and to
- encourage a continuous public dialogue through creative collaborations between Berlin and China

BCCB views itself as an initiator and intermediary for cultural affairs, bringing together and expanding the existing programs in order to reach a broader audience. Target groups for these events are the general public as well as national and international organizations, institutions and media.

BCCB is member of the UNESCO Global Alliance for Cultural Diversity and stands under the patronage of Harald Wolf, Mayor of Berlin and Senator for Economics.



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