

# Berlin – City of Design



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## Berlin – En Route to Becoming an International Design Metropolis

Berlin is among the design metropolises worldwide that are on the rise.

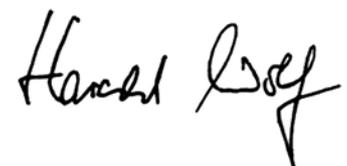
In addition to established trade fairs and platforms, such as the Mercedes-Benz Fashion Week, the Bread & Butter and Premium Exhibitions, as well as the DMY International Design Festival, the location is made strong precisely from its small and middle-sized companies.

One of the catalysts for this development was Berlin's 2006 distinction as a UNESCO 'City of Design'.

Berlin design is represented by 2,400 companies with an annual revenue of 400 million euros and employs over 1,800 wage earners. The industry is characterized by an extraordinary growth dynamic: since 2000 the number of companies has risen by 47 percent, revenue by 19 percent and the number of employees in core fields by over 20 percent – significantly higher growth rates than at the national level and than in other large German cities.

In addition to networks and platforms, such as Create Berlin, the International Design Center Berlin and the DMY International Design Festival, the Senate Department for Economics, Technology and Women's Issues supports the design industry through infrastructure projects and an annual budget of between 1.5 and 2 million euros.

The fields of fashion, product design and graphic and corporate design enjoy a particularly excellent reputation in Berlin. My task, as I see it, is to convert this positive image into economic benefit more effectively than has previously been the case, not to mention to attract more companies to our location.



Harald Wolf, Senator for Economics, Technology and Women's Issues

# The Creative Offspring

## Universities and private educational facilities

Four art universities and numerous privately funded educational institutions in Berlin offer a wide array of design-oriented fields of study. They collaborate with partner universities from all over the world and their exchange programmes create the basis for a high degree of internationality. Around 5,200 students are at work in the disciplines of fashion, product and communications design. Many of the students also go on to enrich the city's creative potential after graduation.

### Berlin University of the Arts

The Universität der Künste (Berlin University of the Arts) offers Germany's largest art studies curriculum, including experimental media design, communications design, and fashion and product design. With its 100 partnerships and collaborations, the UdK attaches great importance to international exchange. Included among UdK initiatives, many of which are ongoing, are the Töchter & Söhne agency, the Designtransfer platform, the annual Werbekongress, the interdisciplinary innovation project 'Design Reaktor Berlin' as well as the 'Innovation Habitat' project which assists in clustering in the Charlottenburg district.

■ [www.udk-berlin.de](http://www.udk-berlin.de)

### University of Applied Sciences

With around 9,500 students and 40 courses of study, the HTW (University of Applied Sciences) is the largest and most diverse applied sciences university in Berlin. Around 700 students are enrolled in creative curricula such as clothing design and communications design. Activities range from exhibitions on fashion shows to the founding of fashion labels. With the HTW project 'Textilzelle' (Textile Cell), the university offers selected production-related services for Berlin's fashion industry.

■ [www.fhtw-berlin.de](http://www.fhtw-berlin.de)

### College of Art

The Berlin-Weißensee College of Art has a total of 630 students, including 155 international students. Courses of study



Trikoton



MusicDrop

include fashion design, product design and textile and interior design. In addition to numerous exhibitions, fashion shows and participation in trade fairs, the university takes part in international exchange programmes with a large number of partner universities.

■ [www.kh-berlin.de](http://www.kh-berlin.de)

### International Fashion University Group Esmod

Esmod (International Fashion University Group) presides over a wide network of fashion schools spanning ten countries. It cooperates intensively with fashion firms both in Germany and abroad, so that students can acquire sufficient practical experience. The institution's educational goal includes both fashion design and marketing. Esmod has founded an agency of fashion patrons which prepares fashion graduates for business, in an intensive six-month



temae



SonneMondUnd

UdK Project "design reaktor berlin" – [www.design-reaktor.de](http://www.design-reaktor.de)

coaching phase. In 'Collection of Hope', a project organized jointly by Esmod and i-magine, designing collections and exchanging know-how and financial help are combined to aid a region in Africa.

■ [www.esmod.de](http://www.esmod.de)

### BEST-Sabel Vocational School of Design

The private Best-Sabel Vocational School of Design trains photographic, graphic and fashion designers in state-certified courses of study. Graduates emerge from the end of a three-year programme with broad artistic and technical abilities, language skills and a basic knowledge of business management. A practical approach is an essential element of the training.

■ [www.best-sabel.de](http://www.best-sabel.de)



**Lette Verein Berlin**



**Esmod**

### **Lette Foundation Berlin**

Berlin's Lette Foundation offers three-year training programmes in the areas of photography, graphic design and fashion. Of the 1,100 trainees, 270 are enrolled in design-oriented disciplines. Beginning in the third semester, trainees collect practical experience through competitions and collaborative projects that include photo documentations, fashion shows and corporate design development.

■ [www.lette-verein.de](http://www.lette-verein.de)

### **design academy berlin**

Since October 2007, design academy berlin has offered BA degrees in communications design and marketing communications, as well as master degrees in creative direction, marketing communications and business commu-

nications. Embracing the overall concept of networking, design akademie berlin fosters close exchange between agencies and businesses. Often young companies will recruit directly from the school. Guest lecturers from agencies and businesses ensure its practical relevance.

■ [www.design-akademie-berlin.de](http://www.design-akademie-berlin.de)

### **Berlin School of Creative Leadership at Steinbeis University Berlin**

The Berlin School of Creative Leadership is the general educational institution of Berlin Steinbeis University and the Art Directors Club. In 18 months, creative people from advertising, marketing, media, entertainment and journalism complete leadership training in the creative industries, while continuing their employment. This programme combines classical management and leadership expertise with tools specific to the creative industries. Students go on six two-week training modules not only to Berlin but to London, Tokyo, New York and Chicago. Upon successful completion of the programme, students are awarded a 'Master of Business Administration in Creative Leadership'.

■ [www.berlin-school.com](http://www.berlin-school.com)

### **Miami Ad School Berlin**

As of February 2009, Berlin's Miami Ad School has offered a two-year professional training programme in the areas of copywriting, art direction and graphic design, as well as a one-year copywriters camp. In terms of professional training, the first year qualifies as basic education, while the second year offers

the possibility to study at other Miami Ad Schools around the globe, or to complete internships at top agencies. Students are taught intensively in English right from the start. The copywriting program includes intensive training for copywriters, who finish their training with a three-month internship at a creative agency in Germany. The Miami Ad School in Berlin targets creative types of people who want to work in Germany after completing their education.

■ [www.miamiadschool.com/berlin](http://www.miamiadschool.com/berlin)

### **Prof. Kirsten Langkilde, Innovation Habitat:**

*'Berlin, like no other city, stands for interdisciplinary work. Within the framework of the model project Innovation Habitat, businesses, artists and students highlighted the potentials and the barriers to development surrounding Ernst Reuter Platz in Berlin-Charlottenburg, identified its special qualities and offered suggestions for district development.'*  
[www.innovationhabitat.de](http://www.innovationhabitat.de)

### **Silvia Kadolsky, Esmod:**

*'Berlin as a design location is distinguished by the originality and internationality of its residents. They don't hesitate to visualize their creativity and transport it all over the world.'*

### **Best-Sabel Vocational School of Design**



## Role Models and Pacemakers

From products and furniture to interior and exhibition design

There are over 2,400 Berlin-based design companies, including design studios, offices for industrial and graphic design, not to mention corporate design agencies. They represent around nine percent of the corresponding national total of companies. Several already established companies, the trend-setters and the 'wild ones', are described below.

### Werner Aisslinger

Werner Aisslinger studied design at the Berlin University of the Arts, worked in London at Ron Arad and Jasper Morrison, and later in Milan at Michele De Lucchi. Since 1993, Aisslinger has had his own studio in Berlin. His works have won multiple national and international awards. For his Endlosregal (Endless Shelf, Porro), he won the national prize for product design. In 1998 his Juli-Chair (July Chair, Cappellini) was selected for the permanent collection at New York's Museum of Modern Art. Objects from his Gelmöbel (Gel Furniture) collection (Zanotta) can be found at the New York Metropolitan Museum, among other places.

■ [www.aislinger.de](http://www.aislinger.de)

### e27

The agency e27 is situated in Berlin-Tiergarten. The three designers, Tim Brauns, Hendrik Gackstatter and Fax Quintus, are well known for smart products such as the successful 're-light', an adjustable lamp. Moreover, their work on print, web and corporate design is rich in intelligent and sustainable solutions due to their creative approach and imagination. The Deutsche Filmakademie, Bombardier and Daniel Libeskind are among their clients.

■ [www.e27.com](http://www.e27.com)

### Susanne Philippon

Her background is neither Swedish nor English. Susanne Philippon is a German product-and-furniture designer who chose Berlin to set up her business after gaining work experience at the Design Office of Muji in Tokyo and studying abroad both in London and

Werner Aisslinger



Foto: Steffen Jörncke

at the Eindhoven Design Academy. She creates conceptual design that resonates emotions. The minimal expression of form is influenced by feminine sensuality. It is coupled with a meticulous attention to detail and choice in cutting edge materials. Susanne brought projects into production at an early stage of her career with clients such as Habitat, Droog Design, Pallucco or Diamanti Domenciconi.

■ [www.susannephilippon.org](http://www.susannephilippon.org)

### Mark Braun

Designer and assistant teacher for industrial design, Mark Braun, works on products that feel familiar but are also new. This is the case, for example, with

his light series LINGOR, made from enameled steel using a traditional metal compression process that is combined with a special phosphorescent enamel. In his bowl set OVA, you will discover beauty of function and form – with a simple turn you can use the product in different ways, as a bowl or as an egg cup. Mark Braun works on independent projects for various businesses and institutions. His products are produced by a number of manufacturers such as ASA Selection, elmarfloetotto or Raumgestalt. He works as an assistant teacher at Burg Giebichenstein, Halle and as guest lecturer at Zuerich.

■ [www.markbraun.org](http://www.markbraun.org)



E27

### Wunschforscher

Blasius Osko and Oliver Deichmann call themselves the Wunschforscher (Wish Explorers). These 'scientists in the service of unfulfilled wishes' create sensations with their eccentric designs. In cooperation with a home for the blind, for instance, they created the 'Big Leaf' prototype – a couch handcrafted from willow in the form of an autumn leaf. The couch won numerous awards.

■ [www.wunschforscher.de](http://www.wunschforscher.de)

### Ronen Kadushin

Ronen Kadushin (b. 1964) is an Israeli designer and design educator who has lived in Berlin since 2005. He developed the Open Design concept, where the designs of his products can be downloaded, copied, modified and produced, as in Open Source software. Based on this concept, he formed Open Design, a design and production company for furniture, lighting and accessories. Products are produced in Berlin and sold in Europe and the USA.

Ronen Kadushin also designs furniture for international producers and teaches design at the Universität der Künste Berlin.

■ [www.ronen-kadushin.com](http://www.ronen-kadushin.com)

### Motorberlin

In 1996 Ingo (Kalle) Strobel founded design studio Motorberlin. It quickly became known for its interior design projects, such as bars, offices and tradeshow stands for Berlin based companies. Due to its stylish interior design Victoria Bar is a popular meeting point of the creative and nightlife scene.

The work is influenced by transferring industrial technologies into furniture production and small series. The felt weapons project, a collaboration with Parkhaus Berlin, is an internationally published work. He is a co-founder of Hidden Fortress, an international network of artists and designers.

■ [www.motorberlin.com](http://www.motorberlin.com)

### COORDINATION

COORDINATION is an internationally active design and architectural office with headquarters in Berlin and Shang-

hai. The idea workshops of COORDINATION develop, among other things, exhibitions and science and story museums, as well as retail and brand identity environments. This range has been extended to an international clients base that includes Adidas, Nike, Nintendo, Falke, Bogner and Samsung. The office was co-founded in 2004 by two architects, Jochen Gringmuth and Tilman Thürmer, along with designer Flip Sellin. COORDINATION now employs 18 international employees in the fields of architecture, interior, product and graphic design. As founding member of CREATE BERLIN, COORDINATION has been actively engaged in the Berlin design scene.

■ [www.coordination-berlin.de](http://www.coordination-berlin.de)

- [www.aisslinger.de](http://www.aisslinger.de)
- [www.adamundharborth.de](http://www.adamundharborth.de)
- [www.blessshopberlin.de](http://www.blessshopberlin.de)
- [www.buero-staubach.de](http://www.buero-staubach.de)
- [www.eckedesign.de](http://www.eckedesign.de)
- [www.ettlabenn.com](http://www.ettlabenn.com)
- [www.fuchs-funke.de](http://www.fuchs-funke.de)
- [www.frankensteen-berlin.de](http://www.frankensteen-berlin.de)
- [www.hlz.de](http://www.hlz.de)
- [www.iondesign.com](http://www.iondesign.com)
- [www.tomkuehne.com](http://www.tomkuehne.com)
- [www.kufus.de](http://www.kufus.de)
- [www.llotllov.de](http://www.llotllov.de)
- [www.laeuferkeichel.de](http://www.laeuferkeichel.de)
- [www.martinimeyer.com](http://www.martinimeyer.com)
- [www.olzewilkens.de](http://www.olzewilkens.de)
- [www.polyform.de](http://www.polyform.de)
- [www.tinaroeder.com](http://www.tinaroeder.com)
- [www.jerszyseymour.com](http://www.jerszyseymour.com)
- [www.seven5.com](http://www.seven5.com)
- [www.vogtweizenegger.de](http://www.vogtweizenegger.de)

### INTERIOR DESIGN/ SHOP CONSTRUCTION THROUGH URBAN SCREENS

- [www.gonzalez-haase.com](http://www.gonzalez-haase.com)
- [www.gewerk.com](http://www.gewerk.com)
- [www.graftlab.com](http://www.graftlab.com)
- [www.kinzo-berlin.de](http://www.kinzo-berlin.de)
- [www.metrofarm.net](http://www.metrofarm.net)
- [www.motorberlin.com](http://www.motorberlin.com)
- [www.plajer-franz.de](http://www.plajer-franz.de)
- [www.realities-united.de](http://www.realities-united.de)
- [www.robertneun.de](http://www.robertneun.de)

### Nicole Srock-Stanley, dan pearlman:

*'Berlin offers a fascinating diversity of contrasting currents. This stems from its geographical location and its tumultuous history. Berlin inspires and frees up room for designers from the widest variety of countries and disciplines, and, in so doing, creates a unique and creative melting pot.'*

### Alexandra Martini, Interiors Design Communication:

*'Good design is an attitude. Good design has a concept. Good design thinks for itself; it has forward movement and allows consideration for aspects like functionality, aesthetics, tradition, processes, and cultural context.'*



Wunschforscher

ART+COM



GRAFT

#### GRAFT

GRAFT is a 'Label' for Architecture, Urban Planning, Exhibition Design, Music and the 'pursuit of happiness'. It was founded in Los Angeles by Lars Krückeberg, Wolfram Putz and Thomas Willemeit. Further offices were established shortly thereafter in Berlin and Beijing. GRAFT refuses to accept the exclusive limitations of artificial borders between disciplines and elements and opens new possibilities for the creation of all-embracing products. Unexpected and surprising misunderstandings, global transfers of architectonic beauty, robust crossbreeds – it is architecture derived from circumstances, able to be created only through the grafting of different realities. Throughout its ten-year existence, GRAFT has won multiple international awards and garnered international fame.

■ [www.graftlab.com](http://www.graftlab.com)



Typos 1 – Peter Badge

#### ART+COM

ART+COM was founded in 1988 by a team of designers, scientists, artists and technicians in Berlin. The studio for new media design transfers and translates content into spatial environments using interactive media to make complex subjects accessible and tangible for people in museums, exhibitions, and visitors centres. The skilled, interdisciplinary staff of 70 develops innovative projects for international clients from industry, research and the world of culture. In Berlin, the company's work is on display in the Museum für Naturkunde, the Deutsche Technik Museum and also, from June 2009, at the Otto Bock Science Center located at Potsdamer Platz.

■ [www.artcom.de](http://www.artcom.de)

#### Triad Berlin

Founded in 1994, Triad Berlin today belongs to the list of Germany's most successful communications agencies. Employing interdisciplinary teams, Triad creates emotionally intelligent communications formats, ranging in scope from showrooms for middle-sized companies to large stagings and brand philosophies for global players and, finally, to virtual communication spaces. The globally realized exhibitions, expo-pavilions, trade-fair appearances and events have already been honoured with multiple awards.

■ [www.triad.de](http://www.triad.de)

## Role Models and Pacemakers

### Fashion, shoes and lifestyle products from Berlin

#### MICHALSKY

Michael Michalsky left Adidas with the vision of starting his own fashion label. Michalsky Holding was founded in Berlin in June 2006. To date, he has successfully launched two labels: the premium label MICHALSKY and the denim line Michalsky Jeans Berlin, ranging from full men's and women's ready-to-wear lines to shoes and bags. His motto is 'real clothes for real people'. Hence, his clothes are aimed at modern, cosmopolitan consumers who appreciate quality. In 2008, Michael Michalsky opened his first store in Berlin, the MICHALSKY Boutique.

■ [www.michalsky.com](http://www.michalsky.com)

#### Esther Perbandt

A native-born Berliner, Esther Perbandt, is the person behind the fashion label esther perbandt. In addition to graduating in fashion design at the University of Fine Arts in Berlin (UdK), she has successfully completed the European Master in Fashion and Textile Design in Paris at the Institut Français de la Mode (IFM). Her collections reveal an international and outstanding quality, a timeless style and variety. They are both boyish and sensuously feminine, an effect elicited by contrary materials and the combination of feminine and masculine stylistic elements. Exceptional materials like metal and leather play a constant part and give her designs a modern, avant-garde touch.

■ [www.estherperbandt.com](http://www.estherperbandt.com)

#### Sisi Wasabi

The blending of street couture and elements of classical garb, the play between tradition and avant-garde, is the hallmark of this German fashion label. Sisi Wasabi spells high-end design made of premium materials with top workmanship. Zerlina von dem Bussche is the designer behind the label and has



Berlinomat



Esther Perbandt

deliberately opted for German production. Her love of detail ensures the uniqueness of each of her collections.

■ [www.sisiwasabi.com](http://www.sisiwasabi.com)

#### Macqua

Meike Vollmar is the name behind the label Macqua, which she founded in 2004. Her collections of women's fashion and accessories are characterized by contrasting stylistic elements – masculine-feminine, functional-decorative, luxurious-casual. She draws her inspiration from her own emotions, her own personal aesthetic as well as from the general 'zeitgeist' of art and culture. Her work method is unorthodox. Instead of a drawing, she starts out from a basic idea and works directly on the mannequin, rather like a sculptor. Her designs thus incorporate an element of chance, but Meike Vollmar's signature is always clearly discernible: soft silhouettes and unusual cuts, which are often surprisingly feminine because they are so loosely structured and do not hug the body tightly. The involvement of icon fashion group AG has

#### Adriano Goldschmied, AG JEANS.COM:

*In a survey by [www.stylereanking.com](http://www.stylereanking.com), the Diesel founder voted for Berlin as a fashion city: 'As the city is not too strongly oriented towards business, it allows space for young designers and individuals to feel more strongly connected to artistic pursuits. The city finds itself amid constant change – I like that.'*

brought Macqua one step closer to its goal of repositioning itself as a professional high-end label with international appeal. After a successful show in September, Macqua displayed its collection for the second time at the New York Fashion Week in February 2009.

■ [www.macqua.com](http://www.macqua.com)



**Kaviar Gauche**



**Kaviar Gauche**

Johanna Kühl and Alexandra Fischer founded the fashion label Kaviar Gauche as recently as 2003. Their premium collections, made from natural materials and leather, are sold throughout the world. As part of the 2007 Mercedes Benz Fashion Week, they were singled out as most promising young label. Their trademark is semi-circular, finely pleated bags in various sizes and colours.

■ [www.kaviargauche.com](http://www.kaviargauche.com)

**Bernadette Penkov**

The winner of the Moët & Chandon Fashion Debut Award founded her label in Berlin in 2005. Narrow silhouettes and flowing dresses made from precious

materials like silk, cashmere and the finest wool, define her style of timeless elegance. Her collections draw experts at the London Fashion Week as well as international customers. Her current collection is sold in her shop in Berlin-Mitte.

■ [www.penkovberlin.de](http://www.penkovberlin.de)

**Trippen**

For over ten years the Berlin shoe label has been conquering the streets, from Tokyo to New York. At least 80 percent of the 120,000 pairs of shoes it manufactures annually are for export. The unusual design, the perfect fit and the pure, naturally finished materials, constitute its appeal. Founders Michael Öhler and Angela Spieth produce shoes and

boots that are unusual, and independent of fashion trends. Meanwhile, there are about 100 styles of shoes that are manufactured in the area around Berlin. They operate three flagship stores in Berlin alone. Their shoe design has won multiple awards in Germany and abroad.

■ [www.trippen.com](http://www.trippen.com)

**Zeha**

The Zeha brand of shoes is backed by a history spanning over 100 years. Founded in 1897, Zeha has distinguished itself since 1955 as a manufacturer of sports shoes and was the official outfitter for the East German Olympic team and for other teams in the former Eastern Bloc. The Zeha trademark is its



**Trippen**



**ic! Berlin**



**ic! Berlin**

ic! glasses stand out: with their patented, screwless construction and exceptional design. They are a pleasure to wear and consist of a very light and flexible metal. The result: annual sales of around 150,000 pairs. The company employs over 100 people in production and sales.

■ [www.ic-berlin.de](http://www.ic-berlin.de)

**MYKITA**

Behind MYKITA stand Philipp Haffmans and Harald Gottschling, two innovative designers known for their inventiveness and fine conception of extravagant forms that are made from extra-light metal and other materials. Their first eyewear collection was presented in 2004 at the Silmo Optical Exhibition in Paris. Today MYKITA employs 150 individuals in Berlin and at their MYKITA North America and MYKITA Asia locations.

■ [www.mykita.net](http://www.mykita.net)

two-angled double stripes. Following their street wear collections 'Zeha Berlin' and 'Carl Häßler Meisterschuhe', they expanded their portfolio, in 2006, to include the 'Urban Classics' line. Premium Italian horsehide and calf's leather are worked with much love and detail and treated with an elaborate finish. This is what gives its shoes a unique visual appearance.

■ [www.zeha-berlin.de](http://www.zeha-berlin.de)



**MYKITA**



- [www.30paarhaen.de](http://www.30paarhaen.de)
- [www.anntian.de](http://www.anntian.de)
- [www.fionabennett.com](http://www.fionabennett.com)
- [www.bless-service.de](http://www.bless-service.de)
- [www.evelinbrandt.de](http://www.evelinbrandt.de)
- [www.cneeon.de](http://www.cneeon.de)
- [www.cesttout.de](http://www.cesttout.de)
- [www.choucroute.de](http://www.choucroute.de)
- [www.eastberlin.net](http://www.eastberlin.net)
- [www.firma.net](http://www.firma.net)
- [www.frank-leder.com](http://www.frank-leder.com)
- [www.gabrielelipp.de](http://www.gabrielelipp.de)
- [www.ic-berlin.de](http://www.ic-berlin.de)
- [www.icke-berlin.de](http://www.icke-berlin.de)
- [www.io.net](http://www.io.net)
- [www.justmariot.com](http://www.justmariot.com)
- [www.kaviargauche.com](http://www.kaviargauche.com)
- [www.kostasmurkudis.net](http://www.kostasmurkudis.net)
- [www.lalaberlin.com](http://www.lalaberlin.com)
- [www.macqua.com](http://www.macqua.com)
- [www.majaco-berlin.de](http://www.majaco-berlin.de)
- [www.mayer-berlin.com](http://www.mayer-berlin.com)
- [www.michalsky.com](http://www.michalsky.com)
- [www.miroike.com](http://www.miroike.com)
- [www.mongrelsincommon.com](http://www.mongrelsincommon.com)
- [www.mykita.com](http://www.mykita.com)
- [www.esterperbandt.com](http://www.esterperbandt.com)
- [www.penkovberlin.de](http://www.penkovberlin.de)
- [www.pulver-studio.de](http://www.pulver-studio.de)
- [www.qed-homme.com](http://www.qed-homme.com)
- [www.bovanmelskens.com](http://www.bovanmelskens.com)
- [www.scherergonzales.de](http://www.scherergonzales.de)
- [www.sisiwasabi.com](http://www.sisiwasabi.com)
- [www.sinemus.biz](http://www.sinemus.biz)
- [www.claudiasakoda.com](http://www.claudiasakoda.com)
- [www.smeilinener.de](http://www.smeilinener.de)
- [www.talkingmeanstrouble.com](http://www.talkingmeanstrouble.com)
- [www.thatchers.de](http://www.thatchers.de)
- [www.trippen-shoes.com](http://www.trippen-shoes.com)
- [www.unrath-strano.com](http://www.unrath-strano.com)
- [www.urbanspeed.de](http://www.urbanspeed.de)
- [www.van-reimersdahl.com](http://www.van-reimersdahl.com)
- [www.vonwedel-tiedeken.de](http://www.vonwedel-tiedeken.de)
- [www.wunderkind.de](http://www.wunderkind.de)
- [www.zeha-berlin.de](http://www.zeha-berlin.de)
- [www.ruetli-wear.de](http://www.ruetli-wear.de)

**Philipp Haffmans, MYKITA:**  
*'Good design results from universal cultivation. Good design arises when interdisciplinary skills combine as one. Good design distinguishes products whose value is self-evident. And vice versa.'*

## Role Models and Pacemakers

From graphics and illustration to street art

In recent years Berlin has developed into a stronghold for typography, graphics and illustration. Designers specializing in these fields are influencing the design of books, magazines, fashion, animation as well as street art. Their works range from art to commercial graphics. Numerous design practices and illustrators have opened offices in Berlin, including Pentagram, Hort, Surface, Wolfgang Beinert and Mario Lombardo. In light of this concentration, and the excellent reputation of those involved, the two disciplines of graphics and illustration are gaining more attention in Berlin.

### Graphics

#### Cyan Grafik

'Cyan' was founded 1992 by Daniela Haufe and Detlef Fiedler. Together with other designers, they create graphic design and corporate identity programmes exclusively for cultural clients such as the Bauhaus Dessau, the Berlin State Opera, the House of World Cultures, the German Federal Cultural Foundation, the Berlin National Gallery, and other museums and galleries. They created several films and videos for the dance company 'Toula Limnaios' that were projected on stage. They have been invited to exhibit their work and to give lectures worldwide. Since 2007 Daniel Wiesmann and Nina Polumsky have also become members of the team.

■ [www.cyan.de](http://www.cyan.de)

#### Fons Hickmann m23

The studio Fons Hickmann m23 was cofounded in 2001 with Gesine Grotian-Steinweg. The studio focuses on the design of complex communication systems. The activities include corporate design, book and poster design, magazine design, and digital media. Practically all of Hickmann's completed works have been awarded prizes of international repute. Fons Hickmann has taught at several universities, and held lectures around the world. He is a professor for Communication Design at the



[anschlaege.de](http://anschlaege.de)

University of the Arts Berlin and member of the ADC, TDC New York and the Alliance Graphique Internationale. His latest publications are 'Beyond Graphic Design' and 'Touch me there'.

■ [www.fonshickmann.com](http://www.fonshickmann.com)

#### Scrollan

Normally, corporate designers work with corporate designers, editorial designers with editors, web designers with computer programmers and advertisers with advertisers. Scrollan works together with all sectors. Customers include Adidas, the German Symphony Orchestra (DSO), Nike, Dummy Verlag Publishing House, the Federal Cultural Foundation (Kulturstiftung des Bundes), the Federal Office for Radiation Protection (BfS), and Gruner & Jahr publishers. But Scrollan also presses its own olive oil, has co-founded a brand of sports

shoes and takes part in exhibitions all over the world. The people behind Scrollan are Peter Bünnagel, Anne-Lene Proff and Professor Barbara Kotte. The office was set up in 2002.

■ [www.scrollan.de](http://www.scrollan.de)

#### Greige

No matter whether it is editorial design, a store concept or exhibition graphics, Greige searches for the reduced, rigorous approach that is best suited to the project's needs. Founded 2001, in Berlin, by Mark Kiessling (Art Direction and Design) and Rupert Kopp (Product Design and Interior), Greige/Buero fuer Design was enriched by Lee Colwill (Art Direction and Design) in 2007. Each of the design disciplines operate independently, but complement each other through discourse and realization whenever possible. Among the clients of the

studio there are global players such as Adidas, Absolut Vodka, Coca Cola Light, Smart and Universal Music, but as well local ones like Achtung – Zeitschrift für Mode, European Art Projects, do you read me?!, inpholio, Michael Michalsky and the concept store No.74.

■ [www.greige.de](http://www.greige.de)

### anschlaege.de

'Communication', says anschlaege.de, 'does not enable you to make a mosquito into an elephant, but it does let you turn an idea into a public opinion, chewing gum into revenue, and provide an insider tip that can pack the house.' They pattern communication. For those who have something to say, they procure an ear – one that is tailored by theme, location and audience – and whatever else is necessary. In addition to print and online media, for which they have won many awards, Axel Watzke, Christian Lagé and Steffen Schuhmann also set up public space interventions and performative promotions. They see their work as developing 'concepts for a better world'.

■ [www.anschlaege.de](http://www.anschlaege.de)

### DOUBLE STANDARDS

This agency creates corporate designs, graphic but also video, and web and interior designs, primarily for museums, art galleries, theatres, universities and publications. DOUBLE STANDARDS sees design neither as ideology nor as market oriented, but rather as a contribution to the aesthetic and sensual shape of the everyday life of humans, society and the environment. The widest variety of design disciplines are combined as a matter of course. Functionality and authenticity create the basis for subtle concepts that surprise or provoke. DOUBLE STANDARDS has received, among other prizes, the German Design Award, and its creative director Chris Rehberger was singled out as Visual Leader of 2008.

■ [www.doublestandards.net](http://www.doublestandards.net)

### HORT

HORT was founded in 1994 by Eike König. HORT has always been a sort of large and colourful playground. It is a place without limits, with absolute openness, great trust and is full of possibility. What began as work for the music industry has developed into a multi-

disciplinary design studio that undertakes work internationally for large and small clients. Regardless of how well-known Hort has become, it has retained its ability to gather inspiration from everything and everyone, while constantly moving, changing and growing.

■ [www.hort.org.uk](http://www.hort.org.uk)

### BUREAU Mario Lombardo

BUREAU Mario Lombardo is synonymous with pronounced and content driven design for various media. The work runs the gamut from classic and elegant design to a playful and progressive approach to concepts and typography, always adhering to emotional, poetic, sensitive and accentuated layouts.

### GRAPHICS/VISUAL DESIGN

- [www.anschlaege.de](http://www.anschlaege.de)
- [www.beinert.net](http://www.beinert.net)
- [www.blottodesign.de](http://www.blottodesign.de)
- [www.codeluxe.com](http://www.codeluxe.com)
- [www.floor5.de](http://www.floor5.de)
- [www.formdusche.de](http://www.formdusche.de)
- [www.katrinertl.de](http://www.katrinertl.de)
- [www.graco-berlin.de](http://www.graco-berlin.de)
- [www.greige.de](http://www.greige.de)
- [www.hatch-berlin.de](http://www.hatch-berlin.de)
- [www.hort.org.uk](http://www.hort.org.uk)
- [www.integral.ruedi-baur.com](http://www.integral.ruedi-baur.com)
- [www.jacquesetbrigitte.com](http://www.jacquesetbrigitte.com)
- [www.kognito.de](http://www.kognito.de)
- [www.mariolombardo.com](http://www.mariolombardo.com)
- [www.moniteurs.de](http://www.moniteurs.de)
- [www.pentagram.com](http://www.pentagram.com)
- [www.researchstudios.com](http://www.researchstudios.com)
- [www.rosendahlgrafik.de](http://www.rosendahlgrafik.de)
- [www.spiekermann.com](http://www.spiekermann.com)
- [www.scrollan.de](http://www.scrollan.de)
- [www.stereobloc.de](http://www.stereobloc.de)
- [www.surface.de](http://www.surface.de)

### ILLUSTRATION

- [www.apfelzet.de](http://www.apfelzet.de)
- [www.fcatak.de](http://www.fcatak.de)
- [www.timdinter.de](http://www.timdinter.de)
- [www.martinhaake.de](http://www.martinhaake.de)
- [www.hardercomics.de](http://www.hardercomics.de)
- [www.olafhajek.com](http://www.olafhajek.com)
- [www.cristobalschmal.es](http://www.cristobalschmal.es)
- [www.bilderbureau.de](http://www.bilderbureau.de)
- [www.szekessy.net](http://www.szekessy.net)
- [www.wagenbreth.de](http://www.wagenbreth.de)
- [www.barbarayelin.de](http://www.barbarayelin.de)

### Eike König, HORT:

*'As an office founded in Frankfurt, we were faced with a decision: Berlin or Zürich? My younger employees immediately opted for Berlin, less for its creative environment than for the current situation it finds itself in and hence the resulting tensions. We saw Berlin as a 'young' city with a big history. A city filled with playing areas and open spaces ready for creative ideas. A place that lets someone be as is without needing to be a typical 'Berliner.'*

### Sybille Schlaich, Moniteurs:

*'In Berlin, the train stations, airports and stadiums are booming. Visitors to the city, pass through. They look for information and life. They find magnificent museums, bleak squares, surprises. Cultural temples adjacent to buildings of temporary use. Orientation and accessibility is accomplished by means of Design.'*

Studio's aim is to establish and to communicate a charismatic presence. Thus, Mario Lombardo and his team always work interdisciplinary, creating new formal and substantial correlations that revolve around the key factors language, object, space, material, and aesthetics. The BUREAU Mario Lombardo has won over 70 national and international design prizes. In 2008 Mario Lombardo was chosen as Visual Leader of the Year by the German LeadAcademy.

■ [www.mariolombardo.com](http://www.mariolombardo.com)

## Illustration

### Olaf Hajek

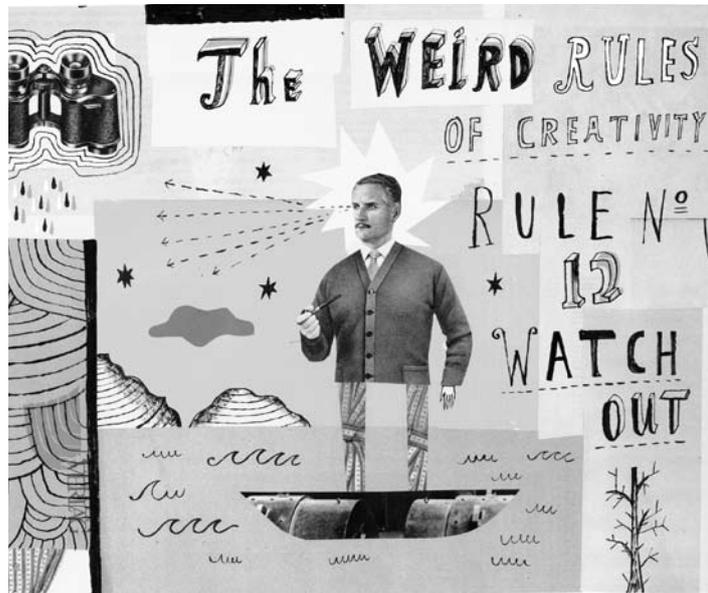
Olaf Hajek is one of the most renowned German illustrators. With artistic virtuosity, he relocates different captions of reality and plants into new mystical connotations. His images are mainly produced by applying acrylic to cardboard and they resemble Cuban advertising posters from the 60's with their artificial patina. They retain a graphic feeling, despite their painted appearance. Today he works as illustrator for magazines like The New Yorker or Wall Street Journal. He has won countless awards. One of his latest awards was the highest certification of ADC in London.

■ [www.olafhajek.com](http://www.olafhajek.com)

### Martin Haake

Humans are the central element of Martin Haake's collages. He works as a freelance illustrator in London, Hamburg and Berlin. After producing drawings and paintings, he turned his talent to creating classic collages. The intuitive and narrative approach to his creations is a defining characteristic of work. Haake's repertoires often play on funny fragments of pop-culture or everyday urban life. His figures are trimmed, masked and displaced in abstract backgrounds. Haakes' strategy is to make his audience insecure in order to nudge the imagination into an artistic universe. His works have been showcased at various European exhibitions.

■ [www.martinhaake.de](http://www.martinhaake.de)

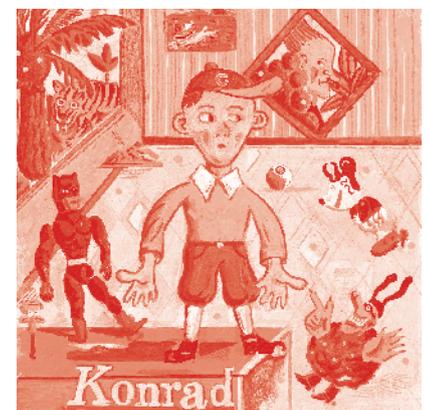


**Martin Haake**

### Georg Baber 'ATAK'

ATAK is a trained typographer and illustrator. He studied at the Berlin University of the Arts, co-founded comic magazines, is a member of the AGI alliance and is a visiting professor for graphics and illustration at numerous universities. ATAK belongs to a the circle of internationally sought-after book illustrators and presents his work in exhibitions all around the world. ATAK's drawing style combines the western story-telling tradition of the comic with the aesthetic of Eastern European graphics and illustration, not to mention elements of painting. His is a unique and poetic form of expression alongside, in many cases, the gloomy world of images. Over the years ATAK has broadened his work as an illustrator to include the design of objects, installations, theatre sets and costumes.

■ [www.fcatak.de](http://www.fcatak.de)



**ATAK, Thumb-sucker Konrad from 'Struwwelpeter' by Fil & ATAK, from Kein & Aber 2009**

## Berlin –

City of corporate design agencies\*



**Edenspiekermann Berlin Office**

Of the 50 largest corporate design agencies in Germany, as many of 15 have offices in Berlin, and eight of these act as company headquarters. In 2007, these companies earned revenue of around 41 million euros, amounting to around 36 percent of the revenue of Germany's 50 largest CI/CD agencies. Of the roughly 1,400 individuals working nationwide in this field, one in three is employed in Berlin.

### MetaDesign

For over ten years MetaDesign has been among the top group of European branding agencies. Included among its business activities are strategic brand management and the design of complex corporate identities. MetaDesign's list of clients includes Audi, Volkswagen and the Berlin Philharmonic. Around 100 individuals are employed in their Berlin operation. MetaDesign also has offices in Zürich and San Francisco.

■ [www.metadesign.de](http://www.metadesign.de)

### SCHINDLER PARENT IDENTITY

SCHINDLER PARENT IDENTITY, Berlin, is one of the top ten Corporate Identity/Design agencies in Germany, strategically developing brands as an owner-managed practice. The company created the new identity for Daimler AG and manages the appearance and com-

munication of brands such as FSB (Franz Schneider Brakel GmbH) und FLÖTOTTO. In January 2009, it was contracted to create the wide-ranging identity for the new Berlin Airport (scheduled to open in 2011) and is currently consulting on the design of the forthcoming CASA CAMPER BERLIN Hotel (scheduled to open in the Autumn of 2009).

■ [www.schindlerparent.com](http://www.schindlerparent.com)

### dan pearlman markenarchitektur

dan pearlman is the agency for brand architecture. Its core competence is integrated and multi-dimensional brand management. dan pearlman joins together strategy, communication, design, architecture, and media. The interdisciplinary team assembled around CEO Nicole Srock-Stanley develops branding strategies, overall design concepts and media for clients like BMW, Lufthansa and Mercedes-Benz.

■ [www.danpearlman.com](http://www.danpearlman.com)

### Edenspiekermann

Edenspiekermann is the result of a merger between SpiekermannPartners (Berlin) and Eden Design & Communication (Amsterdam). The international agency for strategy, design and communication is run by nine partners, each of whom are responsible for their own projects, which include ABN-AMRO Bank, Berliner

- [www.incorporate.de](http://www.incorporate.de)
- [www.wirdesign.de](http://www.wirdesign.de)
- [www.dauthkaun.de](http://www.dauthkaun.de)
- [www.hlz.de](http://www.hlz.de)
- [www.fuenfwerken.com](http://www.fuenfwerken.com)
- [www.kleinerundbold.com](http://www.kleinerundbold.com)
- [www.schoemann.com](http://www.schoemann.com)
- [www.da-li.de](http://www.da-li.de)
- [www.adler-schmidt.de](http://www.adler-schmidt.de)
- [www.wolf-corporate.de](http://www.wolf-corporate.de)
- [www.index.de](http://www.index.de)
- [www.plexgroup.com](http://www.plexgroup.com)
- [www.a-b-squid.de](http://www.a-b-squid.de)

### Ulrike Mayer-Johanssen, MetaDesign:

*'Good design requires the harmonious integration of aesthetics, originality and functionality. Whether in fashion, product or communications design, it is not just the heads but the hearts of people that must be reached. Good design is distinguished by a lightness that requires knowledge, insight and talent.'*

### Erik Spiekermann, Edenspiekermann:

*'Berlin provides a terrific environment for designers and design. Nowhere is there more talent. And it's also attractive for clients. They used to fly to their designers in London; now they prefer to come to Berlin.'*

Philharmoniker, Bosch, Deutsche Bahn, Gravis, Messe Frankfurt, Rabobank, Stedelijk Museum, TCHO San Francisco, and ZDF German TV. The Berlin office is managed by Erik Spiekermann and Oliver Schmidthals. Designer and type designer Erik Spiekermann started MetaDesign in 1979 and is one of the most respected personalities on the international design scene. In 2007, the RSA made him an Honorary Royal Designer for Industry and at the beginning of 2009 he was named Ambassador for the European Year of Creativity and Innovation by the European Commission.

■ [www.spiekermannpartners.com](http://www.spiekermannpartners.com)

\*Source: The trade journal Horizont, 2008/ Revenue and employment figures split among branch locations

# Communication and Commerce

## Networks and platforms

Premium Exhibition



The design industry is characterized by its attention to fine detail. But even more important are the networks and platforms that bring businesses together, facilitate the professionalization of the industry and showcase Berlin's achievements in international design, simultaneously opening up myriad possibilities for presentation both in Germany and abroad. In addition to its organizations, Berlin has created numerous cross-disciplinary networks such as the International Design Center and the more recent networks like Create Berlin and the DMY platform. Their activities contribute to the visibility of the diversity and creativity of Berlin's design and fashion industry, both in Germany and abroad.

### Art Directors Club Germany (ADC)

Based in Berlin since 2003, ADC has assembled leading creatives from the fields of advertising, publishing, design, editorial, photography, illustration, radio, film, interactive media and spatial orchestration. The Art Directors Club represents the interests of its members and is active in assisting those just starting out. Furthermore, the club promotes exchange with one another through

publications, speeches, B2B events and workshops. Within the framework of a festival lasting several days, ADC annually presents its coveted ADC Awards.

■ [www.adc.de](http://www.adc.de)

### German Textile and Fashion Association (Gesamtverband textil + mode)

An umbrella organization based in Berlin since January 2009, the German Textile and Fashion Association represents the interests of its member associations as well as companies in the German textile and fashion industries. With its finger on today's pulse, the association is engaged not only with economic and socio-political issues, but also in the support of the industry's young blood and in the presentation of German innovations abroad. From its new location in Berlin-Mitte, the association would like to establish an open house in which designers as well as government and business can engage in a free and interdisciplinary exchange of ideas.

■ [www.textil-mode.de](http://www.textil-mode.de)

### International Design Center Berlin (IDZ)

Since its inception in 1968, the International Design Center Berlin sees itself as a communications platform for politics, economy, society and culture. It also supports the work of designers and aims to strengthen design consciousness among consumers and industry. Design means more than just 'good form': design is an integrated process. Through projects, exhibitions and events, the IDZ focuses on various aspects of design while presenting and discussing current design themes. As a competence centre for design, the IDZ is a knowledgeable partner in consultation and cooperation. Its membership structure and its international orientation also provide the creative and design industries with a competent network.

■ [www.idz.de](http://www.idz.de)

### Create Berlin

Established in 2006, Create Berlin is an interdisciplinary network of Berlin-based designers. With projects, exhibitions, lectures, publications and show-rooms, Create Berlin has three main goals: first, to connect designers from different disciplines and promote

### spirit of fashion



- [www.adc.de](http://www.adc.de)
- [www.textil-mode.de](http://www.textil-mode.de)
- [www.vdmd.de](http://www.vdmd.de)
- [www.textilzelle.de](http://www.textilzelle.de)
- [www.fontblog.de](http://www.fontblog.de)
- [www.bdg-designer.de](http://www.bdg-designer.de)
- [www.buchstabenmuseum.de](http://www.buchstabenmuseum.de)
- [www.i-dd.org](http://www.i-dd.org)
- [www.werkbund-berlin.de](http://www.werkbund-berlin.de)
- [www.agd.de/berlin](http://www.agd.de/berlin)
- [www.vdid.de](http://www.vdid.de)
- [www.forum-entwerfen.de](http://www.forum-entwerfen.de)
- [www.akbb.de](http://www.akbb.de)
- [www.berlin.design.net](http://www.berlin.design.net)
- [www.create-berlin.de](http://www.create-berlin.de)
- [www.designpool-berlin.de](http://www.designpool-berlin.de)
- [www.dmy-berlin.com](http://www.dmy-berlin.com)
- [www.idz.de](http://www.idz.de)
- [www.designszeneberlin.de](http://www.designszeneberlin.de)
- [www.berlindesignblog.de](http://www.berlindesignblog.de)

creative work among them; second, to bring together Berlin designers with other businesses, education institutions and policy makers; and, third, to make Berlin internationally known as a City of Design.

- [www.create-berlin.de](http://www.create-berlin.de)

### designtransfer

designtransfer is a communications and presentation platform for product design, fashion and textile design as well as for visual communication. The website is primarily oriented towards students but is also useful to anyone outside the University of the Arts who is interested in design. The platform offers comprehensive lists of links and short descriptions of design-related universities, libraries, associations and museums as well as information on competitions, internships and jobs.

- [www.designtransfer.udk-berlin.de](http://www.designtransfer.udk-berlin.de)

### berlindesign.net

berlindesign.net presents over 250 Berlin design companies in exhibitions as well as through an internet platform. Those interested can exchange new trends and ideas on the website. Furthermore, the platform offers information on designers, events, exhibitions, universities and trade literature. Products from the designers can be ordered through its online shop.

- [www.berlindesign.net](http://www.berlindesign.net)

### baukasten.berlin

Their name is an agenda. baukasten unites businesses and products and gathers the experiences of initiators. A key publication, 'Faltplatte', 'Plattenbauquartett' and 'Fernsehturmbuch' appeared in bookstores and museum shops already long ago. baukasten is distinguished by its discerning eye for urban phenomena and the authenticity of the products.

- [www.baukasten-berlin.de](http://www.baukasten-berlin.de)

### Designerdock

Founded in 1997, this employment provider connects graphic designers, art directors, copywriters, creative directors, project managers, and event organizers to advertising and multimedia agencies, design offices and companies from other industries. The company portfolio encompasses over 10,000 profiles with varying qualifications and styles. Access to company data as well as to its numerous consulting services is free of charge. In 2007 alone, 900 permanent jobs were negotiated and more than 3,000 freelance contracts successfully booked.

- [www.designerdock.de](http://www.designerdock.de)

### Anja Rosendahl, Create Berlin:

*'Berlin is alive; it provokes and inspires. It is the unique combination of creative freedom and economic possibility, the significant history and the constant desire for change that make Berlin so attractive for designers.'*

### Cornelia Horsch, International Design Center Berlin (IDZ)

*'Good design makes an aesthetic and cultural claim and is economically persuasive. And it has to set standards: designers have to mediate between products and companies as well as consumers.'*

## Meeting Point Berlin

International exchange through trade fairs, festivals, conventions, showrooms and sales platforms

As a trendsetting metropolis, Berlin benefits from a mix of varying cultural currents, lively scenes and the city's constant transformation. Thanks to this charm, Berlin attracts trend scouts, agencies, exhibitors, trade fair visitors and shoppers, and offers ideal spaces for internationally resonant platforms. Trade fairs and festivals like Bread & Butter, Premium Exhibitions, Mercedes-Benz Fashion Week, and the DMY International Festival have laid the foundation for the rich development of Berlin as a location for design and fashion.

### ADC Competition

Every spring, with the holding of the ADC Competition – including the exhibition of the winner's works – the Creativity Congress and the great awards ceremony, Berlin is turned into the creative industries' meeting point. In 2008, the 'ADC Creativity Summit' took place for the first time. The Congress was fortunate to host stars like Michael Ballhaus, Karl Lagerfeld and Jonathan Meese at its premiere. At the ADC Awards Show, coveted prizes are awarded to the best campaigns and their creators.

■ [www.adc.de](http://www.adc.de)

### International Illustrative Art Forum

'The Illustrative', an international forum for contemporary illustration and graphic design, is held every year in Berlin. With over 600 works from more than 60 artists, the exhibition presents an inspiring array of current illustrational and graphical art. For two weeks, new talents are discovered, contacts are made, market values are tested, and opinions are exchanged. At the centre of 'The Illustrative' is the exhibition of the prize winners. This acts as a seismograph for the detection of new currents. It is supplemented each year by a competition for young talent, conferences and an exhibition of works by world-renowned illustrators.

■ [www.illustrative.de](http://www.illustrative.de)

### DMY Berlin

DMY Berlin organizes the annual DMY International Design Festival in Ber-

lin, where experimental approaches to design as well as products from professionally established designers are put on display. The festival offers an extensive programme of open-studio-days, lectures, panels, workshops as well as a club programme. As an internationally operating platform for design, DMY Berlin also presents Berlin design at festivals and design fairs in an international context.

■ [www.dmy-berlin.com](http://www.dmy-berlin.com)

### Zeughaus Fair

The Zeughaus Fair takes place twice yearly – once before Easter and once before Christmas – in the Schlüterhof of the German Historical Museum. It sees itself as a platform for quality-oriented craftwork, fashion, jewellery, and design. It would like to promote dialogue between artists of various trades and bring contemporary applied art to the awareness of the general public. This small and refined fair receives up to 20,000 visitors every time it convenes

■ [www.zeughausmesse.de](http://www.zeughausmesse.de)

### Typo Berlin

Since 1995, a company called Fontshop has organized the annual international design conference 'Typo Berlin'. With over 1,400 participants, Typo is among Europe's most important design conferences. The participation of many representatives from international design companies has established a good reputation for Typo. Contributors in recent years include Irma Boom, Neville Brody, David Carson, Kai Krause, Günter Gerhard Lange, Wally Olins, Carlos Segura, Stefan Sagmeister, and many others. The conference is supplemented by a small trade fair.

■ [www.typo-berlin.de](http://www.typo-berlin.de)

### Mercedes-Benz Fashion Week Berlin

In only four seasons, the Mercedes-Benz Fashion Week Berlin has established itself on the international show calendar. Its home since July 2008 has been the very central Bebelplatz. The newest collections from national and international fashion labels are on display. For many Berlin fashion labels, the

### Bread & Butter Berlin



Mercedes-Benz Fashion Week is an ideal and media-rich springboard. The 'Designers for Tomorrow' Award from P&C is given to the best young designers, actively assisting in helping the winners gain a foothold in the industry.

■ [www.mercedes-benzfashionweek.com](http://www.mercedes-benzfashionweek.com)

### Bread & Butter Berlin

Bread & Butter, one of the world's largest fairs for street and urban wear, was held bi-annually in Berlin from 2003 to 2005. Beginning in July 2009, it will return to Berlin and be hosted on the tarmac of the former Tempelhof Airport. It offers a marketing and communications platform for contemporary clothing culture as well as for suppliers at the preliminary stage of the textile-industry cycle. As the earliest date on the international trade fair calendar, with select fashion from the realms of denim, sportswear, street fashion, functional and casual wear, Bread & Butter is a leading fair. In July 2009 the fair is expecting some 80,000 shoppers, merchants and press representatives from all over the world.

■ [www.breadandbutter.com](http://www.breadandbutter.com)

### PREMIUM

Held at the same time as the Mercedes-Benz Fashion Week, PREMIUM sets the contemporary brand environment for choice collections, international newco-



mers and exclusive trend products. It presents around 900 international women's and men's collections, and a wide array of shoes and select accessories.

■ [www.premiumexhibitions.com](http://www.premiumexhibitions.com)

### Showroom-Mile

On the Showroom Mile, including numerous temporary showrooms, as well as large department stores, designers present their current fashion lines, retrospectives or projects in a cross-genre combination of fashion, art and design. The Showroom Mile attracted more than 60,000 visitors already in its July 2008 debut.

■ [www.fashion-week-berlin.com](http://www.fashion-week-berlin.com)

In addition to trade fairs and festivals, permanent showrooms and sales platforms play an ever more important role. These are complemented by countless flagship and concept stores for large brands, especially around Kurfürstendamm, Friedrichstraße, Unter den Linden and Hackescher Markt.

### Labels Berlin

'Labels Berlin 1' is the name for showrooms that emerged in 2006 in a landmark, 8,000 square-metre warehouse on Berlin's Osthafen. Hugo Boss, Escada, Orwell, Esprit, Brax, Carlo Colucci, Marc Cain, and Tom Tailor have their latest collections on display in eight showrooms. With the new construction project 'Labels Berlin 2', another customized building for the fashion industry is taking shape, turning the location into a premium retail shopping area replete with event spaces, restaurants and a lounge on the roof.

■ [www.labelsberlin.com](http://www.labelsberlin.com)

### Berlinomat

Since 2003, Berlinomat has offered a platform for designers from the capital to introduce their ideas to customers from all over the world and to present the best, and large variety, of Berlin's creative potentials. Every piece – from fashion and extraordinary jewellery to innovative design products – is on display in a space of 450 square metres at the shop on Frankfurter Allee. A choice of the products can also be purchased from the new online-shop [www.berlinomat.com](http://www.berlinomat.com)! The Berlinomat shop being a puristic design-world in itself, it was awarded the 'Shop of the Year 2006' for the 'Lifestyle & Fashion' category in Germany. Berlinomat not only supports established Berlin designers but also young designers who are in the process of founding their own label.

■ [www.berlinomat.com](http://www.berlinomat.com)

### berlinerklamotten

In the 350 square-metre concept store at Hackescher Markt, berlinerklamotten represents over 120 Berlin fashion designers from genres ranging from street wear to high fashion. It is an initiator of the Berlin Fashion Network (BFN), which consists of leading creative offices and experts in fashion, visual media, design, music and photography. Since 2004, berlinerklamotten has organized projects through BFN with a focus on Berlin fashion design. These include pop-up stores, fashion shows, photo shoots, stylings, fashion fairs, and after-show events.

■ [www.berlinerklamotten.de](http://www.berlinerklamotten.de)

■ [www.berlinfashionnetwork.com](http://www.berlinfashionnetwork.com)

- [www.festival.pictoplasma.com](http://www.festival.pictoplasma.com)
- [www.breadandbutter.com](http://www.breadandbutter.com)
- [www.premiumexhibitions.com](http://www.premiumexhibitions.com)
- [www.mercedes-benzfashionweek.com](http://www.mercedes-benzfashionweek.com)
- [www.fashion-week-berlin.com](http://www.fashion-week-berlin.com)
- [www.temporaryshowroom.com](http://www.temporaryshowroom.com)
- [www.apartmentberlin.de](http://www.apartmentberlin.de)
- [www.spirit-of-fashion.com](http://www.spirit-of-fashion.com)
- [www.labelsberlin.com](http://www.labelsberlin.com)
- [www.berlinomat.com](http://www.berlinomat.com)
- [www.berlinerklamotten.de](http://www.berlinerklamotten.de)
- [www.oona-galerie.de](http://www.oona-galerie.de)
- [www.konk-berlin.de](http://www.konk-berlin.de)
- [www.belleville-store.de](http://www.belleville-store.de)
- [www.bestshop-berlin.de](http://www.bestshop-berlin.de)
- [www.ausberlin.de](http://www.ausberlin.de)
- [www.galleries-lafayette.de](http://www.galleries-lafayette.de)
- [www.kadewe.de](http://www.kadewe.de)
- [www.quartier206.com](http://www.quartier206.com)
- [www.minimum.de](http://www.minimum.de)
- [www.modus-moebel.de](http://www.modus-moebel.de)
- [www.stilwerk.de/berlin](http://www.stilwerk.de/berlin)

### Karl-Heinz Müller, CEO Bread & Butter Berlin:

*'Berlin is honest, realistic and down-to-earth, and sometimes cheeky and brash. This authenticity has also shaped Berlin as a fashion location: In Berlin, fashion has to be a show that fits the city. In order to earn and maintain an internationally recognized stature, Berlin fashion must find its own path. In my view, Berlin has the potential to become the top fashion capital for progressive style.'*

### Wilfried Lembert, Minimum:

*'Berlin is distinguished by the overall cooperation of its various design disciplines. Creative people have always worked together here to their mutual benefit. At the beginning of the 1990s, Berlin design was rudely dismissed as a place for 'student research' Meanwhile, professional global players in terms of design have emerged there.'*

## Reading, Watching, Browsing

### Design-specific magazines and internet platforms

Over 300 publishers of books, magazines and newspapers are based in Berlin. Journalists and writers deliver the creative input for the publishing industry. Berlin hosts the editorial offices of numerous scene and lifestyle magazines, ranging from 'ACHTUNG' and 'Liebling' to 'Shift!' and 'Hekmag'. Due to close networking within the lifestyle industries, Berlin is an ideal test market for new magazine formats. Consequently, several exciting magazines and internet platforms have emerged with a particular design bent.

#### ACHTUNG

ACHTUNG is an internationally oriented, high quality fashion magazine with leading expertise in fashion photography and journalism, ensuring regional coverage for Germany as a fashion hub. Founded in Berlin in 2003, its editorial work has created a new German fashion culture in image and text. ACHTUNG produces 100 percent authentic content, with a focus on German-speaking Europe, while never losing sight of the wider international scene – the editorial team covers all the important fashion shows in Milan, Paris and New York.

■ [www.achtung-mode.com](http://www.achtung-mode.com)

#### Liebling

Liebling is a commitment to the lasting magic of magazines as a form of media. Liebling covers culture and fashion. Its main interest is not the ever quickening pace of life but instead what remains when you shut yourself off from it. Liebling is determined to pause and observe its given subject matter with due care. All of its oversized, bulky and unbound format aims to transport the intangible sensuality and significance innate to magazine journalism. Thus, each issue becomes a small, printed cultural event in itself. Internationally renowned artists treasure this approach and contribute pieces to the magazine, ranging from Olafur Eliasson to Rosemarie Trockel, from Jarvis Cocker to Patti Smith, from Kris van Assche to Adam Kimmel.

■ [www.liebling-zeitung.com](http://www.liebling-zeitung.com)

#### Hekmag

Hekmag is an international magazine for fashion, beauty, design, art, architecture, film, music and literature. The creative movers write the articles for the magazine themselves. As a result, Hekmag offers an interesting insider's view of the various scenes, at the same time as being a forum for creative people from diverse backgrounds.

■ [www.hekmag.de](http://www.hekmag.de)

#### H.O.M.E.

H.O.M.E. is a magazine for 'modern habitats'. The people at H.O.M.E. dedicate themselves to developing a living harmony between architecture, furniture design, fashion, the automobile and new technology. In so doing, they work closely with market leaders and influential opinion makers such as Stilwerk. This cooperation has also resulted in the publication, in 2006, of Stilwerk's latest customer magazine by ahead Media.

■ [www.home-mag.com](http://www.home-mag.com)

#### Sleek

The art and fashion magazine Sleek is bilingual and published quarterly. In its reportages, photo spreads and interviews, Sleek portrays the contrasts of our society. In so doing, the magazine essentially takes a visual bent, using images from internationally renowned photographers, stylists and designers. Sleek has won multiple awards for its innovative format.

■ [www.sleekmag.com](http://www.sleekmag.com)



Hekmag



H.O.M.E.



sleek



- [www.designszeneberlin.de](http://www.designszeneberlin.de)
- [www.creative-city-berlin.de](http://www.creative-city-berlin.de)
- [www.berlindesignblog.de](http://www.berlindesignblog.de)
- [www.stilinberlin.blogspot.com](http://www.stilinberlin.blogspot.com)
- [www.berlinista.com](http://www.berlinista.com)
- [www.watchberlin.de](http://www.watchberlin.de)
- [www.doyoureadme.de](http://www.doyoureadme.de)
- [www.illustrative-berlin.de](http://www.illustrative-berlin.de)
- [www.achtung-mode.com](http://www.achtung-mode.com)
- [www.modesearch.de](http://www.modesearch.de)
- [www.modekultur.info](http://www.modekultur.info)
- [www.modabot.de](http://www.modabot.de)
- [www.fashioncommunicates.com](http://www.fashioncommunicates.com)
- [www.berlinfashion.tv](http://www.berlinfashion.tv)
- [www.thelabelfinder.com](http://www.thelabelfinder.com)
- [www.lexposure.net](http://www.lexposure.net)

**Shift!**



**Shift!**

Shift! is a publication whose reproduction could scarcely be more difficult. The magazine's physical make-up comprises a variety of materials. It uses the entire spectrum of media, sometimes appearing in print and sometimes as an E-Book. Shift! invites creative people the world over to submit their works. Each edition focuses on a unique theme.

- [www.shift.de](http://www.shift.de)

**STYLEmag.net**

STYLEmag.net is the successor to the print magazine 'Style & The Family Tunes' and offers an independent online platform for fashion, music and art. It celebrates innovations in these fields and likes to establish unusual perspectives with new forms of expression.

- [www.stylemag.net](http://www.stylemag.net)

**TheLabelFinder.com**

TheLabelFinder.com is a worldwide, one-of-a-kind online service that allows fashion lovers to search for their favourite brands and to find out the whereabouts of the nearest shops. There are almost 19,000 labels and shops already registered in the first international online fashion directory. The search engine provides the opening hours, contact details, photos and layouts of the shops. In addition, TheLabelFinder.com provides information on brand philosophy and current collections. Fashion fans can also plan their individual shopping route themselves.

- [www.TheLabelFinder.com](http://www.TheLabelFinder.com)

**Heinz (Cookie) Gindullis, TheLabelFinder:**

*'Berlin is constantly changing and remains true to its reputation as the creative capital of Europe. Fashion and design from Berlin have taken on an international significance in recent years.'*

**André Aïmaq, Hekmag:**

*'The inspiration for this is on the streets. Whether architects, fashion designers, advertisers, filmmakers, musicians, or 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.'*

## Specials for Design Aficionados

Museums and exhibitions with a focus on design

Those in Berlin who are interested in design can quench their aesthetic thirst at numerous collections of design objects and handcrafted products. The museums and exhibitions display all the historical and aesthetic facets of design and fashion.

### Bauhaus-Archive

The Bauhaus Archive presents the history and impact of the Bauhaus movement (1919-1933), the 20th century's most important school for architecture and design. Designed by Walter Gropius, the building houses the world's most comprehensive Bauhaus collection, with studies from all the design fields, architectural plans, a vast photo archive and a library. More than 250 functional objects are for sale at the Bauhaus Shop.

■ [www.bauhaus.de](http://www.bauhaus.de)

### Bröhan-Museum

The internationally oriented Bröhan Museum specializes in Art Nouveau, Art Deco and Functionalism (1889–1939). The collection focuses on works of French and Belgian Art Nouveau, German and Scandinavian Jugendstil, as well as ensembles of French Art Deco. The Bröhan Museum houses a rich collection of porcelain from important manufacturers as well as works of metal that include pieces deriving from the era's groundbreaking industrial progress.

■ [www.broehan-museum.de](http://www.broehan-museum.de)



German Historical Museum

### German Historical Museum

The collection encompasses over 15,000 articles of clothing from the mid-18th century to the present. One focus is on themes relating to cultural and everyday history like '18th-century Corsets', 'The Image of Women in the 20th Century', 'Clothing and Textiles from the GDR' as well as 'Clothing as a Status Symbol of Youth'. In addition, the collection contains over 500 civilian uniforms as well as typical work clothes. Among other items, the permanent collection, housed in the Zeughaus, includes design objects from the Werkbund, the Bauhaus and AEG.

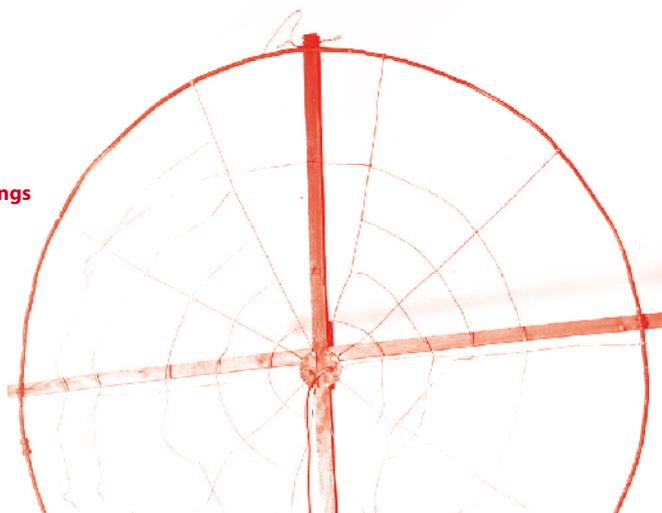
■ [www.dhm.de](http://www.dhm.de)

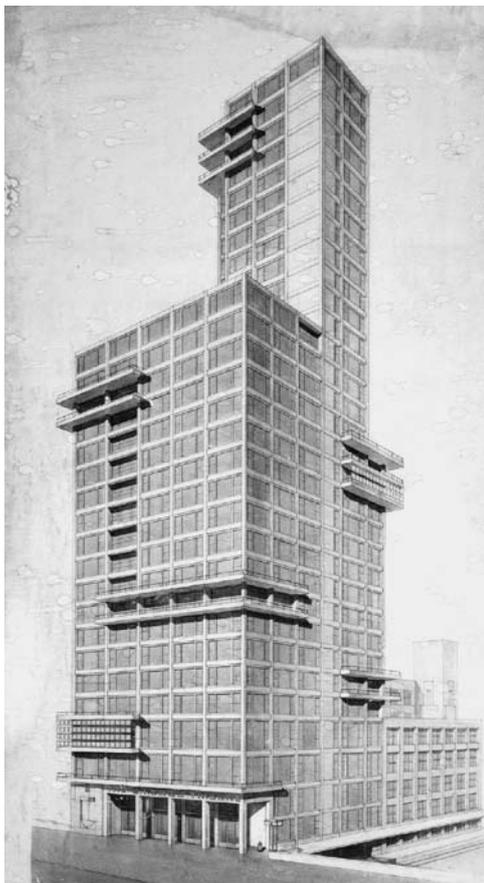
### Museum of Decorative Arts

The Kunstgewerbemuseum (Museum of Decorative Arts) is the oldest of its kind in Germany. On display are the leading architects, sculptors and designers from the Middle Ages to the present. In addition to exhibiting craftworks from the 20th century, the 'New Collection' also displays industrial products. The 'Fashion Collection' was given strategic emphasis with its inclusion of collections by German couturiers Uli Richter and Kamer/RuF.

■ [www.smb.spk-berlin.de](http://www.smb.spk-berlin.de)

Werkbund Archive/Museum of Things  
Antenne





Bauhaus-Archive



### Art Library

In its technical library and its museum-like collections, the Kunstbibliothek (Art Library) has a distinct design emphasis. The Graphic Design Collection displays historical and contemporary examples of both poster art and graphic design. The Lipperheide Costume Library is the world's largest technical library and graphic collection to do with the cultural history of clothing. It also serves as a source of inspiration and documentation for designers. Historical magazines, new publications on all themes related to clothing and fashion, as well as a rich inventory of fashion photography and design, are all available for perusal at the adjacent study hall.

■ [www.kunstabibliothek-berlin.de](http://www.kunstabibliothek-berlin.de)

### Werkbund Archive/Museum of Things

After a long search, the Werkbund Archive has found a new home. The archive houses comprehensive collections on design and the everyday culture of the 20th century. The regular exhibitions are complemented with a library containing more than 10,000 volumes. The collection of objects contains, among others, the design collection of the German Werkbund as well as numerous corporate collections (AEG, Braun, Arzberg, WMF, Pelikan, Kaffee Hag, Manoli, Bahlsen, Weck, Odol).

■ [www.museumderdinge.de](http://www.museumderdinge.de)

### Dr. Adelheid Rasche, Berlin State Museums:

*'For me, good design is distinguished by creative impulses, practical know-how and a subtle connection with cultural heritage. Concerning this last point, we as museums can contribute significantly as sources of inspiration with our international collections like, for example, the Lipperheide Costume Library.'*



Bröhan-Museum

## Berlin's Creative Industries Initiative

### Active policy for the areas of design and fashion

The design and fashion industry is a growth industry for Berlin. The city policy of promotion targets the entire value-creation chain, support for both newcomers and established designers, infrastructural projects in Berlin, as well as the tapping of foreign markets.

In addition to consulting start-ups and established companies, the acquisition of companies, the adjustment of communications measures and appointments, and the development and co-financing of infrastructure-strengthening measures, regular round-table discussions are held between local participants on a variety of themes.

There are low-interest loans available for newly formed companies and for already established ones. In many cases, the state can further assist with guarantees through the Bürgschaftsbank Berlin Brandenburg. Presentations and joint exhibition stands are also a possibility thanks to the foreign commerce support programme. And through the GA programme, up to 30 percent of investment costs may be subsidized.

There are also new instruments like the Creative Industries Fund, which has a volume of 30 million euros in equity capital. Furthermore, the Investitionsbank Berlin's KMU Fund offers uncomplicated micro-loans of up to 25,000 euros, while the Creative Coaching Center offers coaching for companies just starting out as well as for those already in the growth phase.

With these measures, Berlin should climb into the top tier and be placed among the world's leading design and fashion metropolises.



UNESCO City of Design award ceremony

### Best Practice Projects:

#### thefashioncollectiveberlin, Paris/Copenhagen

Three presentations were realized under the label thefashioncollectiveberlin – two as part of the Copenhagen Fashion Week and one in Paris with the support of the federal state of Berlin. A selection of Berlin's most successful fashion labels – including Lala Berlin, Penkov, Mongrels in Common, Esther Perbandt and Anntian – presented their collections as a group in October 2008 at the Jeu de Paume museum, close to the Louvre, at the heart of Fashion Week. The presentation was complemented by a premium Lookbook as well as by press and marketing support.

■ [www.thefashioncollectiveberlin.com](http://www.thefashioncollectiveberlin.com)

#### Showroom Mile

The state of Berlin supports Berlin designers through its co-financing of the Mercedes Benz Fashion Week, communications measures, as well as through infrastructural measures such as the Showroom Mile. As part of the Showroom Mile, over 50 young and established designers put their current fashion collections and retrospectives or projects on display in a cross-genre combination of fashion, art and design. In its July 2008 debut, the Showroom Mile already attracted more than 60,000 visitors. In cooperation with numerous

companies, the project takes place twice yearly and runs parallel to Fashion Week. Considering its rising number of visitors, the Showroom Mile will be further expanded.

■ [www.fashion-week-berlin.com](http://www.fashion-week-berlin.com)

#### DMY Asia Tour

In 2008, Berlin designers presented their works at trade fairs and festivals in Seoul, Taiwan and Tokyo. The 'Asia Exhibition Tour 2008' was organized by the coordinators of the DMY International Design Festival and co-financed by the federal state of Berlin. The exhibitions were complemented by matchmakings as well as premium catalogues.

■ [www.dmy-berlin.com](http://www.dmy-berlin.com)

#### Improve Design-Business, International Design Center Berlin (IDZ)

Those who want to remain on the market long term must work professionally. Marketing is its own business. In addition to artistic duties, acquiring customers and market position are every designer's keys to success. The 'Improve Design-Business' programme, created by IDZ and co-financed by the state, supports designers to optimize their business procedures through workshops, coaching and forums.

■ [www.idz.de](http://www.idz.de)



**Design-exhibition in Shanghai**



**Opening Day, DMY International Design Festival**

### **design reaktor berlin**

Design Reaktor Berlin is a cross-disciplinary project at the Berlin University of the Arts. The project is centred around the gathering of experiences to do with the process of innovation, while also focusing on the innovative coupling of the university and the expertise of handcraft companies. Over 50 businesses from the most diverse trades – from chocolatiers, felt makers and boat builders to nanotechnology companies – as well as 30 lecturers and 80 students have taken part. A total of over 250 product ideas were generated, prototypes were built and products were brought to market. Five patents have been registered thus far.

■ [www.design-reaktor.de](http://www.design-reaktor.de)

### **Made in Berlin in Milan 2009**

In 2009, for the first time, the state co-financed the DMY International Design Festival as well as the presentation of numerous Berlin product designers – including coordination, ett la benn, Tina Roeder, lotllov, e27 and Zeitgeist Toys – at Milan's furniture and product fair 'Salone Internazionale del Mobile'. Its focus is on innovations and product development as well as on the exhibitions of the designers. This presentation, similar to previous events in New York, Shanghai and London, is organized by the design network Create Berlin.

■ [www.create-berlin.de](http://www.create-berlin.de)

### **Jörg Suermann, DMY Festival Berlin:**

*'Design should unite form and function in such a way that it forges a complete product which lightens our daily life or raises itself up conceptually or experimentally. In so doing, use or usability is no longer of concern, but rather the societal or contemporary statement.'*

### **Tanja Mühlhans, Projekt Zukunft:**

*'In recent years Berlin has developed a dense infrastructure of design studios, agencies, trade fairs and sales platforms as well as cross-disciplinary networks. With presentations abroad, campaigns and mouth-to-mouth communication, Berlin has gained a positive reputation internationally as a creative location. On the strength of these general conditions and the city's image, Berlin is an ideal location to be able to work nationally or internationally as a designer.'*

# Events in the Fashion and Design Industry 2009

Berlin Fashion at the Rendez-Vous Paris >>	March 5 – 8, 2009
Opening "Viewable Storage Area" Museum of the Letter >>	March 14, 2009
PICTOPLASMA Festival >>	March 17 – 22, 2009
Pictopia Exhibition, HDKW >>	March – May, 2009
Fashion Exhibition Berlinomat >>	From March 28, 2009
Fashion Gala "WeltGewänder" >>	March 27, 2009
Berlin Days in New York >>	March 31 – April 2, 2009
ADC Award und Kreativ-Konferenz >>	April 22 – 26, 2009
Berlin Design at Salone del Mobile, Milan >>	April 22 – 27, 2009
Exhibition Fashion from the 1920s, Kunstbibliothek >>	May 7 – August 9, 2009
Typo Berlin International Design Conference >>	May 21 – 23, 2009
DESIGNMAI Exhibition >>	May 24 – June 7, 2009
DESIGNMAI Congress >>	May 28, 2009
DMY International Design Festival >>	June 3 – 7, 2009
Advertising Congress, University of the Arts Berlin >>	June 11 – 13, 2009
Bread & Butter Berlin >>	July 1 – 3, 2009
5 elements berlin >>	July 1 – 3, 2009
Mercedes-Benz Fashion Week Berlin >>	July 1 – 4, 2009
Showroom Mile (Fashion/Design/Art) >>	July 1 – 5, 2009
Fashion Patrons Summer Academy >>	July 27 – September 18, 2009
International Illustrative Art Forum >>	September 4 – 27, 2009
DMY Asia Tour (Taiwan/Seoul/Tokyo) >>	October – December, 2009
Berlin Fashion at the Rendez-Vous Paris >>	October 1 – 4, 2009
Berlin Design, Creative Industries Week Shanghai >>	October, 2009
Prize for design-critical texts, AdK Berlin >>	November 30, 2009

## Competitions

- > Lucky Strike Junior Designer Award ■ [www.raymondloewyfoundation.it](http://www.raymondloewyfoundation.it)
- > red dot award: design concept ■ [de.red-dot.org/3060.html](http://de.red-dot.org/3060.html)
- > Design Plus Material Vision ■ [material-vision.messefrankfurt.com](http://material-vision.messefrankfurt.com)
- > iF communication design award ■ [www.ifdesign.de/awards\\_communication\\_index\\_d](http://www.ifdesign.de/awards_communication_index_d)
- > James Dyson Award ■ [www.jamesdysonaward.org](http://www.jamesdysonaward.org)
- > 7th MATERIALICA Design + Technology Award ■ [www.materialicadesign.de](http://www.materialicadesign.de)
- > Materialica Student Award ■ [www.materialicadesign.de](http://www.materialicadesign.de)
- > 3. Recycling Design Prize ■ [www.recyclingboerse.org/index.php/Recyclingdesignpreis-Allgemein](http://www.recyclingboerse.org/index.php/Recyclingdesignpreis-Allgemein)

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



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...Aufschwung durch Europa!