

DESIGNMAI

Press release, Berlin, April, 2004

DESIGNMAI 2004

Berlin, May 6 – May 16, 2004

This year the international design festival has adopted the slogan EU+

Following the great success of the first DESIGNMAI in Berlin in 2003, the festival is being held again this year. Over 100 events in various Berlin locations will provide an overview of the contemporary design scene. Not only international trends and current issues will be presented; the most important figures in the Berlin design scene will also make an important contribution to the festival through their own events. Details of all exhibitions, lectures, discussions, presentations, movie showings, presentation of prizes etc. will be published in the main DESIGNMAI newspaper, available from mid-April onwards, and which will be distributed internationally.

Lasting just ten days, DESIGNMAI 2004 is shorter than last year. As a result, festival visitors will experience the compact schedule of events all the more intensely. A further innovation will be the DESIGNMAI FORUM at the former Pfefferberg brewery, which will stage some of the key events. Finally, this year the festival has a focal topic, namely "EU+": Specifically, DESIGNMAI will address the importance of EU enlargement for the design landscape. Who are the most important designers from the countries about to join the EU? What styles and consumer habits shape each nation's design, and how will EU expansion affect cooperation and markets? These will be just some of the questions aired at DESIGNMAI.

The EU+ exhibition at the DESIGNMAI FORUM at Pfefferberg will be a central feature of the festival, showcasing creations and projects by the most

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fascinating young designers from those Central and East European nations shortly to become EU members. From the Baltic via Poland, Hungary, Slovenia and the Czech Republic through to Malta, exhibition organizers have selected innovative and unusual works that can proudly stand alongside many of the world's best productions. Berlin designer Vera Franke has produced a video installation that will form an integral part of the exhibition in which she has recorded statements by designers from the acceding nations. Regarding the organization of the EU+ exhibition Transform-Berlin has been supported by Italian Design Agency (IDA), presented by Åke Rudolf. The EU+ exhibition will be complemented by other happenings at Pfefferberg, including the SHOOTING STARS OF EUROPE exhibition, which presents creations and current projects by some of the most cutting-edge European designers of our era. Marti Guixé, Matali Crasset, Mats Theselius, Ed Annink are just some of the leading European design figures whose works will be featured.

Other projects on show at Pfefferberg include the presentation of works by young Swiss fashion and product designers "Criss + Cross" and a project by Achim Heine that explores the points of contact between living and working worlds. In addition, Pfefferberg will host the DESIGNMAI Lounge, a bookstore and the DESIGNMAI AUDITORIUM, in which every day at 5 p.m. various design themes will be the topic of lectures and discussions.

These multifarious events at Pfefferberg also provide the ideal starting point for a tour of DESIGNMAI. Visitors to the festival are guided through the city from one event to another by the prominently placed green DESIGNMAI banners. For instance, the focal topic EU+ is continued in the "Czechmania" show in the Automobilforum Unter den Linden, which takes a special look at up-and-coming Czech design. In the stilwerk, current design from Australia can be viewed, while works by young talents and graduates of design schools will be assembled in the forum DESIGNMAI YOUNGSTERS on the premises of design group Garderobe 23 in Treptow. Finally, in DESIGNMAI SHOWROOM, Berlin designers will once again present for sale their furniture, fashion and accessory items.

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Many Berlin designers will also be showing their work: the spectrum ranges from classic product designers through to advocates of off-beat experimentation. In many cases designers will use their own studios and showrooms – especially converted to exhibition space for the duration of the festival.

Nor will DESIGNMAI be short of more serious occasions. The Braun-Feldweg Foundation will, for the first time, award a prize for texts on design, and Nike will team up with DESIGNMAI to select the winners of the Play Award for innovative sport design. Both prizes will be presented during the festival.

With these and many more events DESIGNMAI will once again in 2004 furnish us with a vivid overview of the current design scene in Berlin as well as of significant international trends and figures. DESIGNMAI takes a glimpse behind the scenes of the creative Berlin and demonstrates why the city is much more than a large design laboratory and mecca for people from all over the world in search of inspiration. The focal topic EU+ is not simply a festival slogan, but will reveal some of the important developments set to shape Berlin in coming years. EU enlargement will shift Berlin closer to the center of Europe – also as regards design and other creative disciplines. As such, DESIGNMAI 2004 is a taste of things to come.

DESIGNMAI 2004 will be officially opened on **May 6, 2004 at 7 p.m.** at Pfefferberg. Then from 11 p.m. onwards the Kino International will be the venue for the DESIGNMAI Gala and sounds by Jazzanova.

The **press conference** on DESIGNMAI 2004 is scheduled for **May 6, 2004 at 11 a.m.** at the Pfefferberg premises. Please be sure to make a note of the date in your appointments diary! Well ahead of this date you will receive your invitation from us – either by e-mail or post.

DESIGNMAI will take place under the patronage of the Lord Mayor of Berlin, Klaus Wowereit.

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Locations:

FORUM

Brauereigelände Pfefferberg
Schönhauser Allee 176
10435 Berlin

SHOWROOM

Backfabrik
Saarbrücker Strasse 36-38
10405 Berlin

YOUNGSTERS

Garderobe23
Am Flutgraben 3
12435 Berlin

Further event locations, dates and times from April 2004:

www.designmai.de

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Transform-Berlin e.V.

Werner Aisslinger, designer (studio aisslinger)

Britt Angelis, Production Manager of the German Contribution to the International Architecture Biennial Venice 2004

Marion Godau, journalist (designcontext)

Mateo Kries, Director of the Vitra Design Museum Berlin

Ulrike Rose, MD of the German Society for the Promotion of Building Culture

Oliver Vogt, designer (Vogt+Weizenegger)

Hermann Weizenegger, designer (Vogt+Weizenegger)

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