



German Design Loft celebrates a successful premiere in Hong Kong

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We are delighted to report that the German Design Loft's highly-anticipated first appearance at the Business of Design Week in Hong Kong was a massive success. The German Design Council and architect Jürgen Mayer H. joined forces to curate a collaborative exhibition of premium German design from the fields of home, property and lifestyle by prestigious brands DORMA, Dornbracht, e15, Kaldewei, Mercedes-Benz Style, Nya Nordiska and Walter Knoll, which appeared together for the very first time.

The German Design Loft was able to wow the Asian press as well as the throng of international visitors to the Business of Design Week with the show; for the participating companies, an ideal positioning on the Asian market. Francis Leung, Regional Director of DORMA in China spoke in high terms of the German Design Loft: "During these three days we have met a great deal of existing and potential clients. The exhibition and presentation provided DORMA with an opportunity to successfully enhance its image on the market as a brand that stands for innovation and high quality. I would like to take this opportunity to thank the project team for their excellent and highly professional organisation of the whole event."

As Philipp Mainzer, Creative Director and Managing Director of e15, commented during the Hong Kong event: "The German Design Loft represents a mobile platform that offers companies like us the opportunity to present our products beyond Germany's borders. With a location full of economic promise, the BODW was the first outing for this unique exhibition concept, tip.top, created by the renowned architect Jürgen Mayer H. and it really gave visitors an insight into the high quality standards that reign in the German design industry."

The exhibition concept tip.top

Architect Jürgen Mayer H. entitled this unusual concept of product presentation tip.top and curated the exhibition in collaboration with the German Design Council. The German Design Loft focuses on details of the workmanship that went into creating its first-class exhibits. The concept saw the products presented on raised pedestals; they were set the wrong way round, on their side or upside down; and were printed with inverted plan graphics, enlarged at a scale of 1:2.

In light of the great success experienced by the German Design Loft at the BODW, the German Design Council is now planning to present the exhibition again next year, in Europe and once again in Asia.



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German Design Council

For more information on Jürgen Mayer H.'s exhibition concept, the participating companies and their products please visit the German Design Loft online at: www.german-design-loft.de

German Design Council

The German Design Council is an independent and internationally active institution that supports companies in efficiently communicating design expertise and also seeks to strengthen the broader general public's understanding of design. The German Design Council was established as a foundation in 1953 by decree of the German Federal Parliament, and champions good design through its competitions, exhibitions, conferences, seminars and publications. The circle of trustee-sponsors currently comprises 170 companies from inside and outside Germany, who together employ more than 1.6 million people.

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