

Design from Berlin visits Asian Tigers

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Design created in Berlin has established itself as a constant factor within the international design context. Since 2005 DMY Berlin has been involved in the promotion of international exchange and co-operation in design on a significant level. An integral part of this activity is the promotion of Berlin-based and German designers and their product developments to a broader public, the inter-national trade press and a wide panel of experts.

Continuous exhibition and cooperation projects in Korea and Japan are evidence of DMY Berlin's attention to the quickly developing creative industries in Taiwan, Japan and Korea from an early stage on.

From October 4th the works of 18 Berlin designers and design collectives will be shown at four design fairs and festivals in Taiwan, Korea and Japan via the DMY Asia Exhibition Tour. Once again DMY Berlin contributes actively to support and develop exchange and co-operations in the field of design between Europe and Asia.

Following an invitation by the Taiwan Design Centre, the DMY Asia Exhibition Tour will take off with a participation in the Taiwan Design Expo 2008 in Tainan, Taiwan's oldest and fourth largest city.

The tour will be continued in Taiwan's capital Taipei, at the International Culture & Creative Industries Exhibition. These event platforms have been created as a follow-up to a strategic Taiwan government programme that recognizes industrial value enhancement through innovative design and aims at broadening the popular awareness towards design in general.

The third tour date is Designtide Tokyo, taking place during Tokyo Designer's Week, considered the most important design event in that region. Firmly rooted within Japan's design community, Designtide Tokyo will take place for the fourth time this year, expecting about 50.000 visitors.

The finale will take place at the Seoul Design Festival. In recent years Korea has evolved into one of Asia's leading countries in the field of design. DMY Berlin has recognized this potential already at an early stage, consequently developing a regular cooperation with the Seoul Design Festival. Lasting for more than five years, the cooperation has been a very fruitful and satisfying one for both parties.

The collective design show features objects ranging from conceptual works to living area products to innovative architectural solutions. It presents groundbreaking concepts as well as new formal and usage solutions. The exhibition features serial

products, limited editions and close-to-production prototypes.

Some of the exhibition's participants are no strangers to the Asian public.

The label BLESS, represented in the exhibition with the series "N°35 Automatica", is working across the boundaries of design, art and fashion, and has a steady followership in Japan.

Martin Schatz, alumnus of the Berlin art and design college Kunsthochschule Weissenhof, runs his label "morphorm" from Berlin, Japan and Korea. morphorm's launch of a Seaweed Harvesting Robot on occasion of the Tokyo exhibition is destined to create an uproar in Asia.

Prosolve 370e by Elegant Embellishments, selected for the current 11th Venice Architecture Biennial, is a photo-catalytic modular system for the cleaning of polluted inner city zones. It will establish itself rapidly in the world's constantly growing metropolises.

The DMY Asia Exhibition Tour 2008 is funded by the Berliner Landesinitiative Projekt Zukunft and co-financed by the European Fund for Regional Development (EFRE). It takes place in cooperation with Dynamo Berlin e.V., Taiwan Design Centre, Designtide Tokyo and Seoul Design Festival.

Participating Designers and Studios

Adam und Harborth, Anne Boenisch, Bless, Elegant Embellishments, Heike Buchfelder, .ini, Jpech.net, Judith Seng, Julian Appelius, Kinzo Architecture, Kix Berlin, Läufer und Keichel, Mark Braun, Morphorm, Osko&Deichmann, PvanB, Ronen Kadushin, roomsafari

Venues

Taiwan Design Expo, Tainan (Taiwan)

Meet us at: International Pavilion No. 10

Oct. 4th - 19th, 2008 www.designexpo.boco.com.tw

International Culture & Creative Industries Exhibition, Taipei (Taiwan)

Meet us at: Booth D131

Oct. 23th - 26th, 2008 www.creativetaiwan.net

Designtide, Tokyo (Japan)

Meet us at: Tokyo Midtown Hall, Hall B, Booth B-6

Oct. 30th - Nov. 3rd, 2008 www.designtide.jp

Seoul Design Festival, Seoul (Korea)

Meet us at: COEX World Trade Centre

Dec. 3rd - 7th, 2008 www.designfestival.co.kr

DMY Berlin is a design platform promoting national and international exchanges in design. Active since 2003, DMY Berlin produces and curates design exhibitions and organises the widely acclaimed DMY International Design Festival Berlin.

For additional information please visit

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