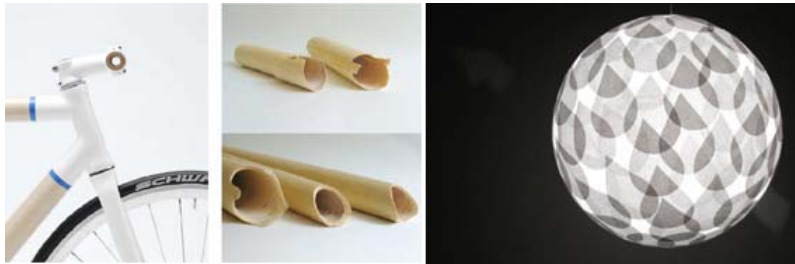


Product Design exhibition "bright green design" June 9th – 13th, 2010



The product design exhibition bright green design is the start of 3 exhibitions within BerliNordik 2010. It will take place at the International Design Center and is part of the DMY International Design Festival Berlin from June 8-13, 2010. CREATE BERLIN, the International Design Center (IDZ) and INPOLIS showcase young and sustainable product design from Berlin and the Nordic countries.

The aim of the exhibition is to initiate a dialogue between the designers of the participating countries. Furthermore it tries to approach the question "What is sustainable design?"

Each Nordic country Denmark, Finland, Island, Norway and Sweden, will present one design object. Each one differently answers the question: "How can product design take responsibility for a sustainable life?" in distinct ways.

In Berlin a call for entries took place in order to participate in the exhibition. 35 projects have been submitted. 5 of them were chosen by a jury to represent different tendencies and aspects of Berlin green product design. They will be shown as objects, the other 30 projects will be presented in hardcopy form as part of a mind map. The jury members were: Anja Artner (Art Director SOLON SE), Gesche Joost (Design Research Lab at TU-Berlin), Axel Kufus (UdK Berlin), Alexandra Martini (designer & HBK Braunschweig) und Jerszy Seymour (product designer).

A panel discussion will take place during the inauguration of the exhibition. Members of the jury, designers and the audience will question the concept of „green design“ and discuss the need for guidelines for designers, producers and end-consumers. Guests and designers are involved in an interactive work about "What is Green Design".

Address: International Design Center Berlin, Reinhardtstraße 52, 10117 Berlin

Opening: June 8, 2010, 7 pm, by invitation only

Opening hours: June 9 – 13, 2010 daily, from 12 am – 6 pm

Fashion and Product Design exhibition “bright green design” July 8th – 11th, 2010



bARBARA Í gONGINI,
photo: photo: Nicy de Silva

At the glamorous atrium of Deutsche Bank ‘Unter den Linden’, just next to the Mercedes Benz Fashion Week, BerliNordik presents the largest international exhibition on Eco-Fashion and Product Design in Berlin during the Berlin Fashion Week 8th – 11th July 2010.

Nordic fashion designers from Denmark, Finland, Norway and Sweden as well as Five Berlin fashion designers will present their vision of Eco-Fashion in the Premium segment. The fashion designers show different ways to work on Eco-Fashion: with natural eco-certified material as well as with new developed fabrics or innovative cuts and minimal seaming to save material.

10 Nordic and Berlin product design objects will complete this exhibition and will give a wide and extensive insight into sustainable design discussions and visions.

Address: Deutsche Bank, Unter den Linden 13 – Entrance Charlottenstr. 37/38

Opening: July 8, 2010, 7 pm – Only by invitation

Opening hours: July 8 – 10, 2010 daily, from 10 am – 7 pm

July 11, 2010 from 10 am – 2 pm