



**BRIGHT  
Tradeshaw  
for Streetwear, Sneakers,  
Skateboarding and Fashion**

**July 11 and 12, 2009  
Frankfurt/Germany**

**Press Release**

## Overview.

It's been the 9th time that the Bright Brigade gathered in the Old Frankfurt Police Headquarters on 11th & 12th of July 2009. This seasons Summer Bright, which was held over 2 days, welcomed 5500 professional visitors. The audience was upbeat and excited about the Summer 2010 collections and creative booth designs of the 330 exhibitors across the boardsport, streetwear, sneaker and fashion markets, making this another successful Bright Tradeshow.

*"Bright was very successful trade-show for us. More or less all existing customers passed by, we also got lot of requests from potential new customers. We really like the location and the atmosphere. Fits perfect to WeSC."* says Hilmar Kahl of WeSC.

17% of overall visitors came from abroad. This increase on an international level is a nice move forward and we will continue to work to make Bright an International platform. France, Netherlands, Austria and the UK were the top international countries visiting Bright this Summer.

*"I heard really good things about Bright, so I wanted to check it out, but really had no idea what to expect. But I have to say, it did meet my highest expectations, I think it was the best atmosphere I've experienced at a tradeshow for a long time, and so many great people around. It's easy to forget what our industry is all about, but this is it, it's so fun, you almost forget you're at work. Thank you for Bright"* Heida Birgisdottir, Nikita Clothing.





## Art. Bicycleetta.

In a constant Bright tradition which guarantees cultural and cross market diversity Bright once again showed the links between Art and Commerce. In our on going efforts we presented exhibitions by *Alexis Zavialoff & Sergej Vutuc*. Alexis showed the Bright world some of his print-treasures as well as fanzines while Sergej exhibited an excerpt of his creativity from his gallery *Basementizid*. In addition *Oliver Baudach* presented a portion of his collection from the worlds first sticker museum *Hatch*, located in Berlin; *Sebastian Pohl* presented his *Street Alphabet Exhibition* and *Art Print Europe* showed the results of their collaboration with *Mgmt & Paul Rowland*.

All regular visitors of the Bright Tradeshow should now be aware of our constant effort to expand the horizons from sustainability to Fixed Gear Bicycles. This summer we were proud to welcome the *Fixed Gear London Crew* who impressed us once again with their attitude towards life and their two wheeled skills. Furthermore we've expanded the *Expo Bicycleetta* with some fresh exhibits allowing us to show a greater aspect of this fascinating subculture that is gracing our urban surrounding.





### Aid.

The idea to bring something good to parts of the world where neither sales analysis nor sales ratios determine everyday life is what pushes us and now over the last several tradeshows. *Titus Dittmanns Skate Aid* and the *Bright Romanian Charity* are a few ways we are trying to bring attention to the less fortunate parts of the world and create a platform to give something back.



### Skate.

Thanks to the great weather the infamous Bright skatepark was opened on both days and was in constant use amongst the am and pro riders attending the show. This made for some great skateboarding viewing.

The summer show skate platform saw a few new events that gave a special energy to the show. *Element* staged the gorgeous *Another Trick on the Wall*, *Converse & Red Bull* the *Bowl Contest*; *Carhartt & Yama* contrived *The Mental Weirdo Race*. And *éS* presented the *German Game of Skate Finals 2009* in the Bright Patio.

The skate weekend was completed by the *Converse Shopriders Jam*, the *Habitat European Tour* and the *Vox Demo*.

### Wall

Best Trick: *Guillaum Macquin*  
 Transfer: *Heiko Rohrbach*  
 & *Guillaum Macquin*

### Game of Skate

1. *Herbie König*
2. *Daniel Maier*
3. *Jannik Schall*



### Bowl

1. *Björn Klotz*
2. *Kevin Wenzke*
3. *Thilo Nawroky*

### Shoprider

Best Trick: *Lem Villemin*  
 Best Line: *Alex Mizurov*

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## Aprés Trade.

Having eased the impact from the Friday *Bob the Baumeister* party one could be looking forward to another habitual exhaustive Saturday evening. The kick off was given by the chefs *Virgine Dorso* and *Gregor Maria Schubert* with their team of the *Friday Kitchen*. Following the excellent and familiar open-air get-together, you were then forced to decide the order of visiting the *Vice & G-Shock* hosted party at *Azita/ Cube/Velvet*; the *Bright Experience Extraordinaire* in the *Mocambo*

and the *Kitsune & Passion Set* in the *Appartment* presented by *Nike SB*. The social or should we say party part of the weekend was concluded on Sunday afternoon with the *bass,grillsNpills* encounter in the *kpp* courtyard.



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## Bright Brigade.

The Bright Brigade means more than pure business connections. Friendships, lifestyle, boardsports, (fashion-)marketing, art, culture & music form a bright puzzle. Once again *Thomas Wolfzettel* did his best for an outstanding 36 hours in order to capture the essence of Bright in his amazing portrait photographs of our friends and family. We look forward to the results and the expansion of the Bright Brigade Collection.

*Nada Carls & Rufus Exfon* were responsible for first-time presented Bright-Blog and did a great job. Check out their by the minute and hour blog at [www.brighttradeshow.com](http://www.brighttradeshow.com).

It is always tough to perceive a winner for the *Best Booth Contest* of all the tender arranged rooms. This time *Forvert* has been ahead by a nose and the *Colognians* can claim a free stand at the *Winter-Bright* in *January 2010*. *Forvert* prevailed barely against *Nike SB* and *Clae*.



Moreover the *Summer Bright 2009* excited with yet another innovation: for the first time we were able to realise a *Bright Magazine* appearing parallel to the tradeshow. Following the positive feedback we received with regards to our *Winter-Mag*, we have gone a stage further this time. Thanks to *Romy Uebel* and *Nada Carls* we succeeded in presenting a completely self-directed magazine that shows and tells just what Bright and this industry is all about.



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## And Beyond?

We have already been planning the Winter 2010 Bright Tradeshow, this will be a special show as it will mark the 10th time for us all.

To frame this worthy anniversary we put our shoulder to the wheel. *Thomas Langhammer* and his team will brightly polish the Police Headquarters to its wintry sheen and Frankfurt will be pleased with several new highlights.

The magazine will go in its second round; a yearbook on the history of the Bright will be published and as a gift and a homage towards the Tradeshow we're going to present 10 handmade skateboard and 10 bicycles designed by chummy artists, representing the previous 10 fairs.



Thus, there is a lot to do till winter. We look forward winter and would like to invite you all to the Winter 2010 Bright Tradeshow in January.

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## Thank you.

All in all the Summer Bright 2009 was a great success. Even with a slight decline in visitors we are very satisfied with the quality result. The reduction to 2 days was accepted positively without exception and we gain approval from all sides.

We want to thank all the exhibitors, visitors, friends & supporters for being part of the Summer 2009 Bright. Without you we and this would not be possible.

See you in winter.  
Your Bright Team.