

BRIGHT



for streetwear, skateboarding and sneakers.

July 8th till 10th, 2010 / Normannenstraße 13-19, 10365 Berlin

www.brighttradeshows.com





Bright Tradeshow in formerly Stasi-Headquarter, Berlin

Bright is relocating: from Frankfurt's Police Headquarters to the former Ministry for State Security in Berlin!

The cat is out and the location is in the bag: after a successful tenth edition of the trade show in January, the organisers of Bright will be welcoming exhibitors, visitors and the press to House 18 in July 2010.

The building on Normannenstraße in Berlin was constructed in 1980 as part of a huge complex and was regarded as a prestige project and showpiece of the Ministry for State Security of the GDR. Training courses were held, foreign guests were welcomed and festivities took place in wood-panelled conference rooms, numerous offices, a Hall of Mirrors, the cinema hall and not forgetting the interception-proof rooms. The storming of the bastion of the SED regime by patriotic citizens in January 1990 meant the end of the Secret Service and the GDR dictatorship – the images spread through the media like wildfire, making House 18 famous all over the world.

After years of standing empty, the history-steeped setting will now serve as the location of the Bright trade show! Marco Aslim and Thomas Martini said: "It was important to us to continue offering our exhibitors a spatial concept where they can present themselves in the way they always have. The uniqueness of the building and the fact that it hasn't yet been used for events in our sector make it very special. It also made our decision a lot easier. Despite all of our enthusiasm, however, we will not forget that for many people the Stasi headquarters is a symbol of many years of dictatorship and oppression."

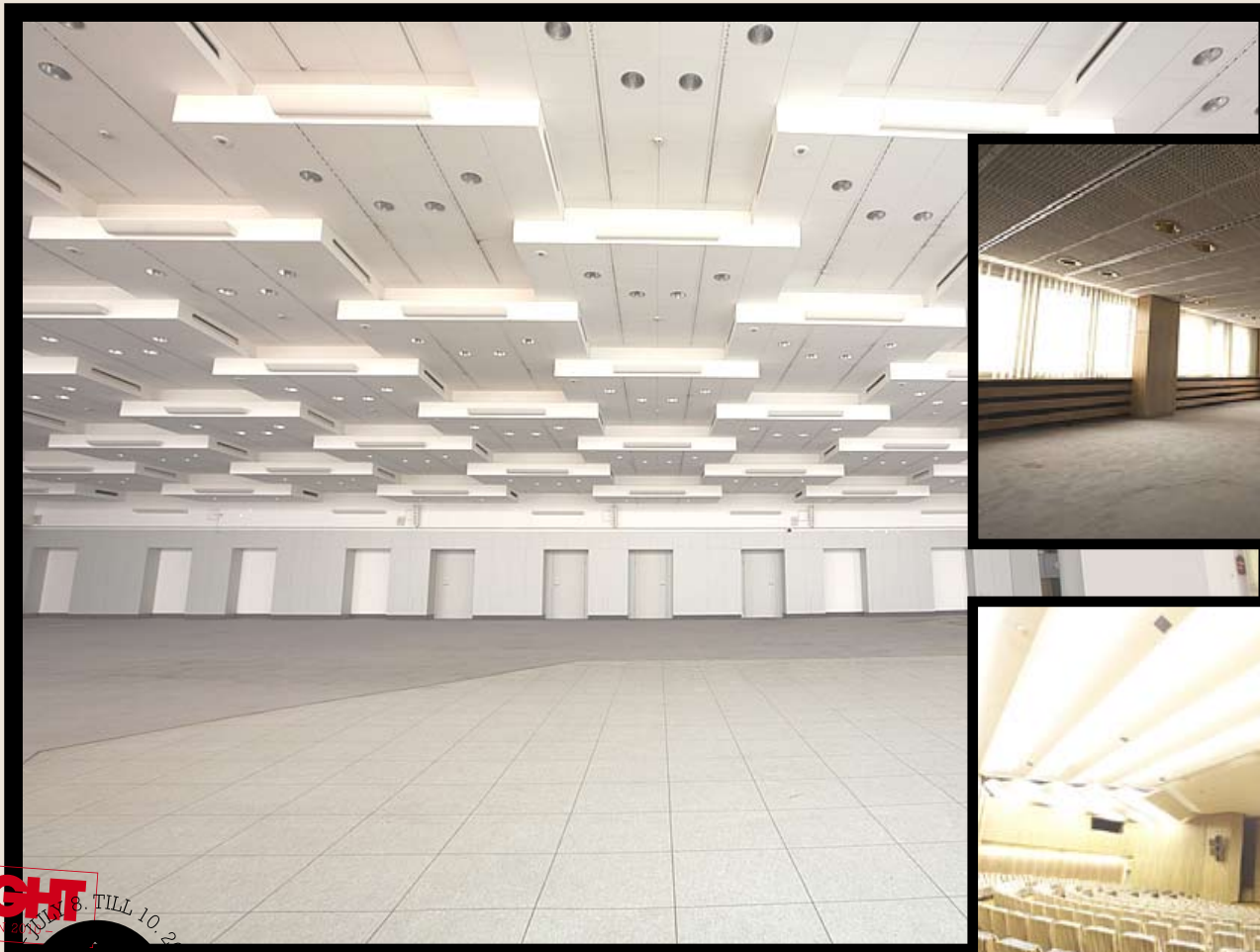
Three floors each with an area of 4000 square metres are ready and waiting: DDR charm and luxury furnishings with 1980s Eastern bloc flair included! The units are variable, all spaces can be used individually and flexibly – so nothing stands in the way of maintaining the Frankfurt spirit!

The grounds are located just ten minutes east of Alexanderplatz so House 18 is just a few minutes walk from the underground and tram hub of Frankfurter Allee, making it ideally accessible from all parts of the city, airports and train stations.





Hall of mirrors



BRIGHT
- BERLIN -



Entertainment hall, small dining room, conference hall

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If you have any questions or would like to request photos please contact:
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