



**BRIGHT**  
**Tradeshow**  
Press Release

**X**

## BRIGHT X

It's been the 17th January 2010, the 10th Bright Tradeshow closed the doors of its Old Frankfurt Policestation following two magnificent anniversary exhibition days packed with cultivation, business appointments and the broadening of horizons for the last time.

The Frankfurt final proved as a splendid success making the goodbye not literally easier. The time-honored building was completely booked and the 311 exhibitors were delighted at the high-grade professional visitors. All in all we were able to welcome 5000 jubilee qualified visitors. Especially the de novo improved foreign interest gives us pleasures - illustrates a international share of above 20% that we're on the right track.

Even our vintage headquarters gave its best and showed us its winterly mirror finish as promised in summer to wave a last goodbye to the united assembled boardsport, streetwear, sneaker and fashion family.





Philippe Nowotny

Distribution for Homecore, Altru, 101, Sessun,  
Exact Science

“Since the first Bright ever I liked the fact that it is totally authentic and easygoing and not the common tradeshow-thing. We've always had really good orders. Bright stands for something I can identify with: a true and familiar tradeshow with a fine soul. To go to Berlin is a logical step and the absolutely correct move.”

10 times Bright has not only been a emotional experience but also a reflection of the risen charisma of our platform making us not only able to welcome visitors from Austria, France, Italy, the Netherlands and the UK but as well from Japan, the US, Russia, Australia and 17 other nations.

Junhee Lee

Marketing Director Carhartt Europe

„The last Bright in Frankfurt has been such a success for Carhartt once again. I am really looking forward to Berlin. Berlin will separate the wheat from the chaff. It doesn't matter wherever Bright goes to, Carhartt will follow because it is the only show we feel comfortable with.“

## Culture

According to customs a special focus was given to the link of tradeshow and art. Right at the front the regulars of FixedGearLondon knew how to thrill the pack with their minimalistic bikes.

Sergej Vutuc (Basementized, Heilbronn) and ArtyFarty (Cologne) outdid each other on their space while Daniel Schmid & Jürgen Blümlein surpassed themselves with their tender booth composition.

Monkeydrive X Zonders featured a shuffle of its collaborative work during the past 10 years and its output in terms of t-shirts.

Another little highlight of this years Winterbright has doubtless been Carlos Martinez' „Rock'n'Roll Wrestling Bash“, combining Rock'n'Roll, Mexican Wrestling & Trash with Live-Tattooing.

## Restitution

Since the early days of Bright we try not only to focus on fashion business but as well to give the thoughts of handing back something deeper a shot. Forasmuch on our 10th birthday we requested support on that score instead of bounties.

Mercy buckets to Nike SB who have conducted an auction for the benefit of Haiti; Titus Dittmanns Skate Aid who informed the audience about his success in Afghanistan as well as Espadrij and FixedGear-London who both displayed 10 unique items crafted by chummy artists that will now come under the hammer in favour of the Bright Romanian Charity.



## Communication

As another beloved part of Bright the always communicative saturday night waved a appropriate goodbye to Frankfurt. Gregor Maria Schubert and his "FridayKitchen" squad served up a dinner menu that leaves nothing to be desired. As dessert Karaocore served an onetime atmosphere with our gorgeous photograph Rufus Exfon developing into an acoustic highlight.

Subsequently this last Frankfurt Bright-Night was either celebrated in several off-locations such as the Carhartt Party at the Enzo; the Bright Experience Extraordinaire III at Mokambo; the Nike SB & Stüssy hosted Apartment-Bash; or simply brought to a "Happy End" at Riz / Pik Dame (Queen Of Spades).

## Sports



Yet again the Limited Skateboard Magazine Bowl Contest offered a glowing mixture of high-class skateboarding, sweat and tears. Following a two-day clash in our dearly beloved bowl Alex Giraud claimed a tight victory as well as a price money of 750,-€.

Alex Giraud  
Matteo Cattaneo  
Gauliaume Moquin

## Bright Brigade

Besides Romy Übels Bright Mag, which has grown to a central communication organ of all tradeshow news within only two editions, it has been particularly the Bright Blog by Nada Carls & Rufus Ex-fon that once again got applause from all sides. Fresh news by the hour and a night program in cooperation with byte.fm still makes it worth a visit. Once more Thomas Wolfzettel drew attention to the friends and families of the Bright Brigade and at all hands a thrill of anticipation upon the results that will be displayed as well on [www.brighttradeshow.com](http://www.brighttradeshow.com) ascents.

It is also were Bright X can be re-experienced through the eyes of Colin Clark to fire up the anticipation of the summer.

Best Booth



This winter Puma bored the palm within the Best-Booth Contest and is pleased with a rent-free room at the Berlin premiere.



**Goodbye  
Frankfurt**

**Hello  
Berlin**

**Summer  
2010**

Be part of the 10th

**BRIGHT  
Tradeshow**

for Streetwear, Fashion,  
Sneaker and Skateboarding

January 16 and 17, 2010  
Frankfurt/Germany

[www.brighttradeshow.com](http://www.brighttradeshow.com)

Good Bye Frankfurt  
Hello Berlin

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So, we let the cat out of the bag. Bright 11 will take place in Berlin in Summer 2010. With mixed feelings we say goodbye to Frankfurt while at the same time we're looking forward to the upcoming challenges to continue our track record in the capital. Bright X has been a final great success in Frankfurt and is a spur to be as well in Berlin mirror & signpost of the scene.

Bright X bows itself off from Frankfurt and the Old Police Headquarters and gives thanks to all exhibitors, visitors and especially to everybody who has been evolved in the Bright Team and has helped us to wrote our success story.

We'll meet you in Berlin.

Your Bright-Team.