

P r e s s R e l e a s e

Villeroy & Boch Trendscouts explore Berlin

Berlin, December 17, 2007: From December 16-19th 2007 Triad Berlin realizes the annual conference for ceramic manufacturer Villeroy & Boch (tableware). For the first time the conference takes place in Berlin. Choosing Berlin for the event reflects the company's self concept as traditional yet innovative supplier of lifestyle products. Under the theme "The Culture of Innovation" Triad Berlin has developed a spectacular event to present the innovative strength of the company, the upcoming 260th anniversary and new tableware products for 2008.

On the eve of the official conference all participants will have the opportunity to visit the Show „SOAP“. A vaudeville with international world class artists, music, sharp humour and lots of water. The whole show takes place in bathtubs, sponsored by Villeroy & Boch.

With the special „Trendscouts Berlin“-activity, a highlight awaits the participants on the next afternoon. In groups of 10 people the teams will set out to look for „their“ innovative product for 2008. During dinner at the popular Ultra Lounge, first results of the trendscouting will be presented.

The next day, Villeroy & Boch's tableware products will be exhibited. Specially produced mood-movies and room-projections will illustrate the six product lines during the gala dinner at the Dinnerclub Bangaluu. As a highlight of the evening a movie will present the company's history of the last 260 years while dancers will be performing dancing styles of the respective decades. The screening fades to an actual dance performance emphasizing the specific characteristic of each product line: a very emotional finale for an extraordinary annual conference.

Triad Berlin develops emotionally intelligent spatial communications. Founded in 1994 by Lutz Engelke and Volker Klingenburg, today Triad is one of Germany's leading communications and design agencies. It is supported by an interdisciplinary team of architects, designers, scenographers, as well as marketing, event, and media specialists, who have developed prize-winning theme and brand landscapes, trade fair presentations, and events.

Press contact:

Melanie Kutscherauer

Triad Berlin Projektgesellschaft mbH

Marburger Str. 3

10789 Berlin

Tel. 030 - 23 60 78-314 Fax: 030 - 23 60 78-381

kutscherauer@triad.de / www.triad.de

Triad Berlin
Projektgesellschaft mbH

Marburger Straße 3
10789 Berlin

Tel:+49(30) 23 60 78 300

Fax:+49(30) 23 60 78 381

info@triad.de

www.triad.de