

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

New Year's Day reception for "Süddeutsche Zeitung"

Berlin, January 16, 2008: For more than 700 society guests, Triad Berlin organized the New Year's Day reception for one of Germany's leading Newspapers "Süddeutsche Zeitung (SZ)" which took place January 15, 2008 in the German Historical Museum in Berlin. Celebrities from politics, media, economy, culture, and sports joined the exclusive VIP-Event.

After the reception in the famous Pei-Building and the welcome speech of SZ managing director Klaus-Josef Lutz and chief editor Hans-Werner Kilz, the guests went through a black tunnel with flashing headlines to the patio of the museum where dinner was served. During the entire evening the guests had the opportunity for conversations in a relaxed and pleasant atmosphere.

Triad Berlin was responsible for concept, planning and production of the evening event.

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.

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