

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

New Year's Day Reception for "Süddeutsche Zeitung"

Berlin, January 21, 2008: For more than 700 society guests, Triad Berlin organized the New Year's Day reception by "Süddeutsche Zeitung (SZ)", one of Germany's leading newspapers. The reception took place January 15, 2009 in the German Historical Museum in Berlin. Celebrities from politics, media, economy, culture and sports joined the exclusive VIP-Event that was hosted in the German capital for the third time already.

After the reception in the famous Pei-Building and the welcome speeches of SZ managing director Klaus-Josef Lutz and chief editor Hans-Werner Kilz in the Schlüter patio, the guests had the opportunity for conversations in a relaxed and pleasant atmosphere.

Already for the second time, 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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