

Presse Press

April 2006

Tendence Lifestyle
International Frankfurt Fair
Frankfurt am Main, 25 - 29. 08. 2006

Kontakt Contact
Kerstin Männer
Tel. +49 69 75 75-60 82 Fax -67 57
kerstin.maenner@messefrankfurt.com
fresch_deadline_gb

Fresch takes design outdoors in conjunction with Tendence Lifestyle!

Still time to register before the 5 May deadline

Frankfurt can look forward to a refreshing summer event. Fresch will be taking design outdoors for the second time from 25 to 27 August, with an exhibition of creative design in Frankfurt's municipal park, the Anlagenring. The exhibition will feature innovative projects, innovative, irreverent product concepts and amazing perspectives, chiefly from locally based creative practices. A host of interactive installations, bars and parties will create a sociable, summery atmosphere in the central area of the park between the Eschenheimer Turm and the Alte Oper. An open debate involving the outdoors, the city and the exhibition centre forms the contextual bracket for all the exhibits.

Tendence Lifestyle, the world's biggest international consumer-goods fair, which is due to take place at the Fair & Exhibition Centre from 25 to 29 August, is the motivation behind the open-air exhibition, which is avante-garde in orientation. Exhibitors and trade visitors from over 100 countries across the globe are expected to attend the fair. In its role as a communications platform and off-event, Fresch invites fair visitors, design lovers and outdoor enthusiasts to explore, discover and enjoy themselves in a fresh, summery setting.

Register by 5 May

Designers, architects, lighting designers and commercial furnishing contractors, who would like to get involved and exhibit "Fresch",

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conceptually strong projects, are eligible to take part. This year's Fresch is also open to foreign participants with special links to Frankfurt. The deadline for registrations is 5 May 2006. Registration forms and additional information is available online at: www.fresch-frankfurt.de.

Fresch was launched at Tendence Lifestyle 2005 on the initiative of Messe Frankfurt and is now largely self-sufficient in terms of organisation. Last year's sponsors, namely Messe Frankfurt and the German Design Council, will again be acting as sponsors. Fresch is also supported by the Parks Department of the City of Frankfurt. The main concept for the event is reflected in its name. Fresch is a combination of the German word "frisch" and the English word "fresh" and in Frankfurt dialect "fresch" is a corruption of the German word "frech" [cheeky or irreverent].

2189 Zeichen einschl. Leerzeichen
2189 Characters incl. spaces.