

# Presse Press

May 2006

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

Kontakt Contact  
Kerstin Männer  
Tel. +49 69 75 75-60 82 Fax -67 57  
kerstin.maenner@messefrankfurt.com  
fresch\_projekte\_1\_gb

## **Local, global, interactive and interdisciplinary: Fresch turns a park into a design circuit**

### **Second time around for the Tendence Lifestyle Off-Event**

No, the covered car park, scheduled to appear on the green space of Frankfurt's Anlagenring park from 25 to 27 August, is not intended for vehicles. On the contrary, the installation of an open-air living room allows the public immediate access to a home from home in the heart of the park. Designed by architects Blau Rot and Drexler Guinand Jauslin Architekten, the theme of the exhibit, one of around 30 projects on show at the Fresch Design Exhibition, is the quality of the places where the public can spend some leisure time and escape the hustle and bustle of the city.

This year's avant-garde, open-air happening is due to take place for the second time over the weekend of the Tendence Lifestyle trade fair, Tendence Lifestyle (25 to 29 August). The local creative scene are the organizers of Fresch, the aim being to create a presentation and communication forum in the municipal parkland located between Alte Oper and Eschenheimer Turm, which will take place at the same time as the international consumer goods and lifestyle fair. Participants include designers, architects, town planners, lighting/property designers from the Rhine-Main region and foreign guests. Messe Frankfurt and the Rat für Formgebung / German Design Council are patrons of the project, which is also supported by the Department for Art & Science and the Parks Department of the City of Frankfurt.

### **Favourite city views**

In 2006, the theme of the interdisciplinary exhibition will be the conflict between open spaces, the city of Frankfurt and the fair. Within the framework of their "Frankfurt – Favourite Places" project, the Leise Design and speziell produktgestaltung design studios, for example, will be exhibiting a limited edition of lanterns showing sections of the map of Frankfurt. By marking his or her favourite location, the owner of the lantern can create his or her own unique object. Raumansicht / Petra Strickstroock takes Frankfurt=Bankfurt literally, staging "banking" in a new way. In her installation, Strickstroock portrays the bank in a new context, for example as an urban seating area, a "Paradebank" complete with luxuriously upholstered seats, or as an "exercise bench". studioschoenstrasse proves how one can always discover Frankfurt from a new perspective, with their project "a change of perspective – enjoying nature/city life". This project takes the observer on a "scenic journey" across the lake in the park, allowing him/her to discover new city perspectives and turn places, which are not really accessible, into visually accessible locations.

There are a host of other interactive projects, which invite you to visit the design trail to discover and participate. For example, a "psycho-acoustic seduction", staged by the communications agency Pont9, in conjunction with acoustic artist Lasse-Marc Riek, takes listeners on an acoustic whistle-stop journey away from the idyll of the municipal park into urban crisis areas and traffic chaos. Michael Eibes Design's colour testing laboratory "Colorlux – identity through colour" is considerably quieter. Based on the theory that colour can influence emotions, Eibes evokes a range of emotions which are converted into statistics and compared with traditional colour doctrine.

### **Fresch and daring for everyone**

In its role as a Tendence Lifestyle off-event, Fresch is aimed at international fair visitors, exhibitors, residents of Frankfurt, fresh-air lovers and design enthusiasts. However, Fresch is more than just a design exhibition. It's intended to be a forum for communication,

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inspiration and respiration. The concept is reflected in the name. Fresch is an amalgamation of the German word "frisch" [fresh] and the English word fresh, and in local dialect "fresch" means cheeky or daring. The choice of the location also underlines the invigorating nature of the event. In the summery atmosphere of the park, one is able to experience design from its most refreshing side. In terms of central meeting points, Frankfurt caterers Nykke & Kokki will be providing catering facilities at several bars and then there are a number of installations, which can be used as seating.

#### **Opening hours / Opening Reception**

Fresch will open daily from 12 noon to 10.00 p.m. from Friday, 25 to Sunday 27 August. Admission is free.

Fair guests and design enthusiasts are all welcome.

The opening reception will take place on Friday, 25 August from 7.00 to 10.00 p.m.

3929 Zeichen einschl. Leerzeichen  
3929 Characters incl. spaces.