

# BRIGHT

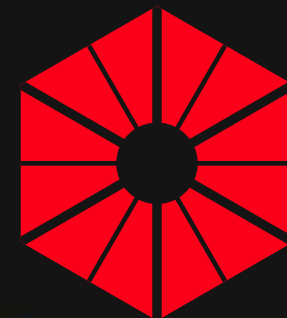
July 27. - 29. 2007

Friedrich-Ebert-Anlage 11  
60327 Frankfurt am Main

[www.brighttradeshow.com](http://www.brighttradeshow.com)

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### **Brighttradeshow**

Bright - the platform for skateboarding as inspiration of fashion, streetwear, lifestyle, music and art. Bright is positioned as the first independent tradeshow for skateboarding and streetwear in Germany and wants to establish itself as a unique and international meeting point for brands and distributors.

With its special ambience and extraordinary architecture Bright's location provides a suitable venue for this unique event. A major part of the available space is dedicated to special installations and exhibitions of street art and skateboard design. The attractive program of accompanying events (as for instance a contest and art installations) emphasizes the genuine character of the Bright and will give participants an ideal opportunity to gather information and exchange news and views.

Skateboarding and its close relation to art will be an important part of the tradeshow. Above all, however, the commercial character of the Bright remains the overriding principle. The concept of The Bright offers a very positive and relaxed atmosphere without losing the function of an interface between supplier and retailer.

The strong relationship with the media causes a transparency and carries the positive vibes beyond the police headquarter. The unique concept and fringe events, the participation of the European skate- and streetwear industry and the geographic location of Frankfurt as well as are indications for a Bright future.



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### **What's new**

Due to the winter fair, which enhanced the significance of the Bright to the European fair market as well as becoming more important, especially for the German retail - the Bright has become a "MUST APPEAR" for all labels selling streetwear, sneakers and last but not least skateboarding fashion.

To live up to the expectations on this new level, the Bright will show off with new impressions. In addition to the increments and improvements of the exhibitor portfolio, the location will be up to the latest international standards.

The pompous portal at the front will be the main entrance. To esteem this stunning entrance, you will find the art exhibit by Faux Ami and A. Zavaliff as well as parts of the caterings on this floor.

On the second floor you will now find a generous "Rest & Communication Area" providing free Wi-Fi, space for business talks as well as some chill out points. All together a gain concerning quality and comfort for exhibitors as well as visitors.

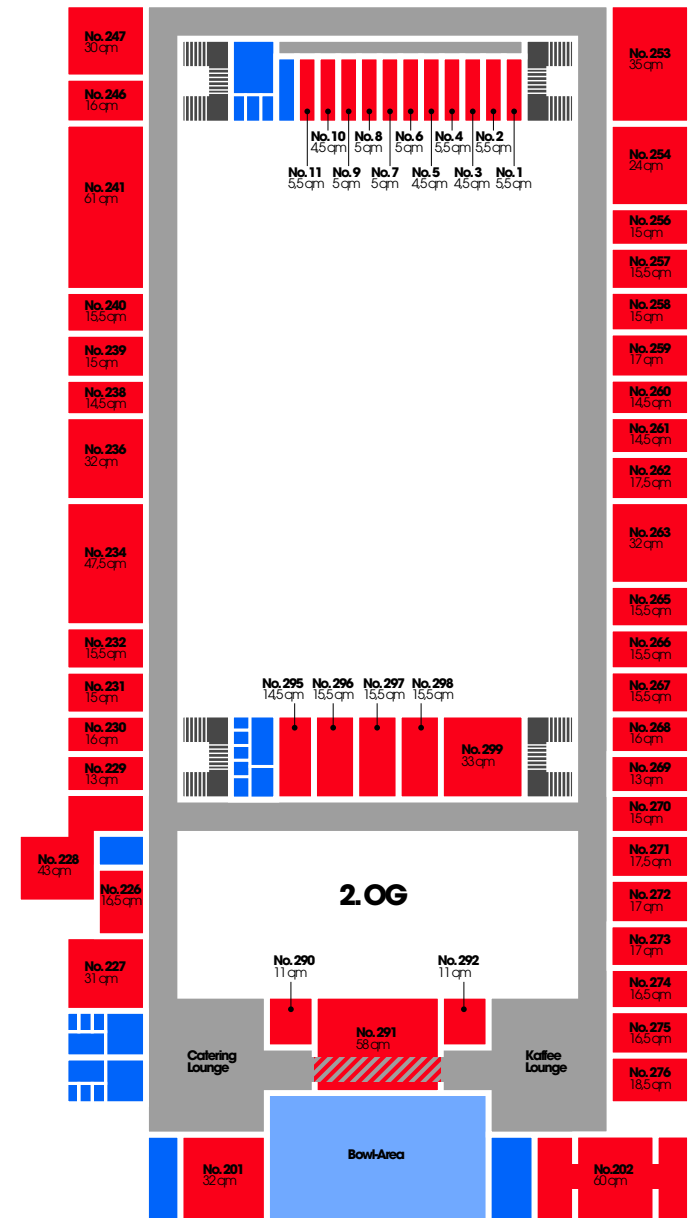
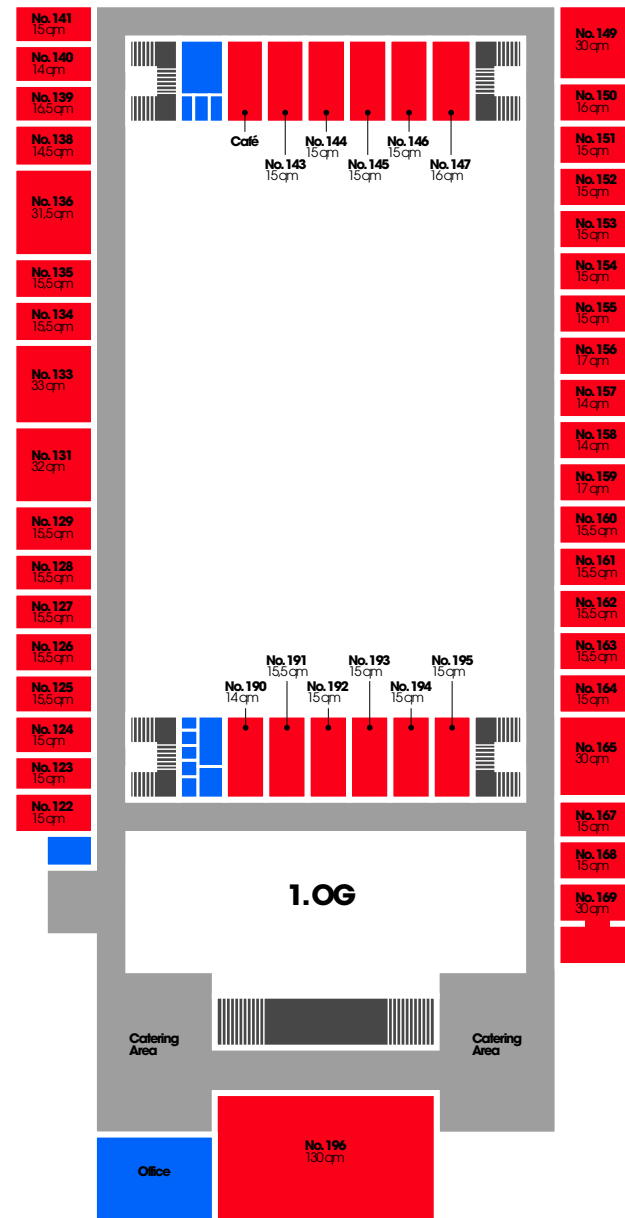
Conditional on the edificial upraising of 15%, exhibitors will now find a larger range of labels and products.

The small patio, which until now was left out, will provide another catering station adjusted with some lounge elements.

The streetparcour, placed in the larger patio as in summer 2006, will show off with some new elements.

Looking forward to a successful "Summer Bright 2007"

Marco Aslim/Thomas Martini



Showrooms



Skate- and Exhibition-Area



Catering, Toilets



Stairways and Escalator





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## Bright Office

Bright GmbH & Co. KG  
Friedrich-Ebert-Anlage 13  
60327 Frankfurt am Main  
Germany

Phone +49 (0)69 / 669 621 58  
Fax +49 (0)69 / 976 094 82

hello@brighttradeshow.com  
www.brighttradeshow.com

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## Bright Location

Friedrich-Ebert-Anlage 11  
60327 Frankfurt am Main

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## Bright Date

Friday 27. to Sunday 29. July 2007  
Open from 10:00 - 18:00

Admission 10,- Euro

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## Dates & Addresses

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## Car

Using the A5, change at Frankfurter Westkreuz to A648 direction Messe until short before Mainzer Landstrasse. On your right side, Friedrich-Ebert-Anlage 11.  
10 minutes

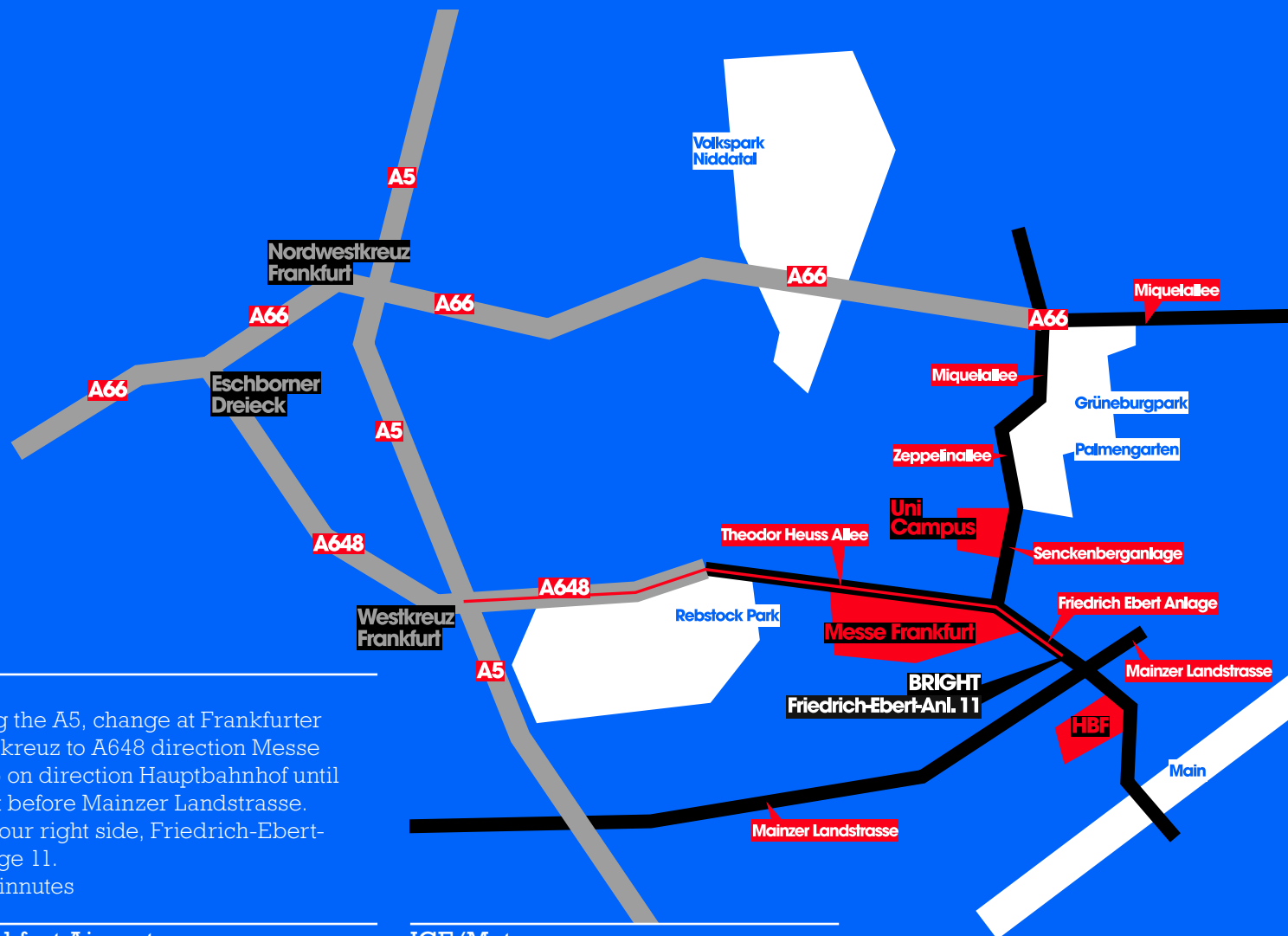
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## Frankfurt Airport

Take the train to Frankfurt Hauptbahnhof (third station). From trainstation it is just a short walk  
20 minutes

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## Directions



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## ICE/Metro

Leave the train at Frankfurt Hauptbahnhof – walk in direction Messe until Mainzer Landstrasse. Straight on from there after about 100m on your left side, Friedrich-Ebert-Anlage 11.  
5 minutes

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## Bright Bowl Contest

2000,- Euro Pricemoney!  
hosted by Boardstein

Friday Practice  
Saturday Qualification  
Sunday Finals

matix  
BOARDSTEIN

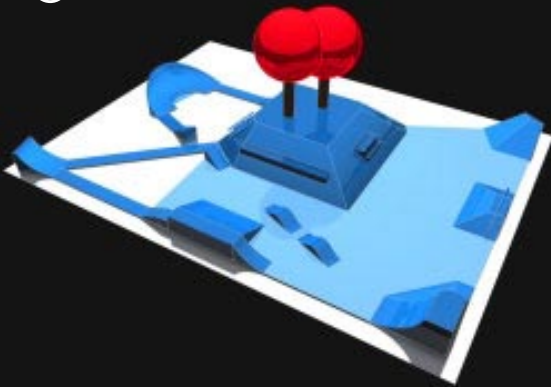


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## Bright Team Battle

2500,- Euro Pricemoney.  
Updated Street Area.  
Exhibiting Teamriders Only!

Friday Practice  
Saturday Qualification  
Sunday Finals



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Contests



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## Skate Styles

Photography Welfare Exhibition

In this selection of images, we wish to show skateboarders styles, the way they dress and look, through the decades, and try to represent every tendency, constant or not, that skaters are endorsing.

We are looking forward to show actual pictures, but also vintage images, and so then display the richness of skateboarders attitudes and styles, be it famous people or not.

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Exhibitions

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## The Mags We Read!

The history of Skateboard Magazines

Long before there were Videos and DVDs, Skateboard Magazines were the only medium for Skaters to get informed about what was going on in the world of boardsports.

The Skateboardfieber Museum is showing the complete history of Skateboarding Magazines for the first time in a public exhibition.

From the very first articles, sidewalk surfing in surf magazines, the first skateboard magazines of the 60s and the american core-magazines like thrasher to the fanzines and the many worlwide magazines of today.

Contributing Photographers:

Pontus Alv (swe), Alex Basile (ger),  
Linus Bill (ch), Sebastien Charlot (ch),  
Benjamin Deberdt (fr), Nadine Elfenbein (ger),  
Richard Gilligan (irl), Jonathan Hay (usa),  
Jo Hempel (ger), Anders Jander (swe),  
Tuukka Kaila (fin), Alan Maag (ch),  
Stefan Marx (ger), Lev Maslov (ru),  
Gerhard Stochl (ger), Nils Svensson (swe),  
Bertrand Trichet (fr), Sergej Vutuc (ger),  
Alexis Zavialoff (ch),

carhartt



<b>#</b>		Chico Clothing	265	Fidelity	129	Matix	292	Rietvelt	39
101 Apparel	147	Circa	164	Fidel Shoes	129	Mazine	194/195	Ripzone	246
667	123	Cleptomanicx	169	Flaming Star	193	Minus	259	Robotron Skateboards	271
		Cliché	134	Flip	165	Monster Mag	275	Rock Rebel	6
<b>A</b>		Consolidated	297	Fly53	153	New Balance Lifestyle	126	RockawayBear	123
Abec 11	296	Converse		Forvert	231	New Era	228	RockBelt	6
Addict	232	Creme	162	Foundation	135	NFS	8	Roxy	
Adidas Originals	201	Ctrl Clothing	271	Fox	152	Nike 6.0	266	RVCA	20
Adio	139	Culture Clash	7	Freshjive	22	Nike SB	267		
Aeme	234					Notorious Collective	238		
Aiko	155	<b>D</b>		<b>G/H</b>				<b>S</b>	
Airbag	230	D.E.A.L.	1	Gio Goi	190/191	<b>O</b>		Santa Cruz	232
Airwalk	122	DC Shoes	253	Globe	298/299	Obey	34	Sector 9	296
Alien Workshop	167	Death Skateboards	297	Grindking	234	Odessa Footwear	39	Sessun	147
Alprausch	47	Dekline	134	Holden	141	Ogio	258	Shortys	135
Altamont	234	Dickies	136	Homeboy	202	One Million Bucks	190	Shut	92
Amourdillo	5	Djinns	239	Hooligan	40	Onitsuka Tiger	241	Soul Distribution	160
Aqualine	4	Dogtown	134	Hurley	168	OOITO	260	Soul Rebel	147
Arcus	36	Draven	151			Oontour	123	South Central	297
Atlantis Caps	160	Duffs	133	<b>I/J</b>		Organika	234	Spitfire	165
ATM	234	Dunderdon	34	Independent	167	Osiris	134	Split	133
Atticus	92	Dune	129	Industrial Skateboards –				Stereo Panda	145
Aux Peer	3	DVS	290	(X-Skates)	8	<b>P/Q</b>		Stereo	135
Aveal	262			Innes	135	Paul Frank	34	Steve Smith	156
Azita	261	<b>E</b>		Insight 51	124	Permanent Skateboards	238	Stüssy	158
		Eastpak	263	I-Path	234	PF Flyers	125	Supra	44
<b>B</b>		ecko unltd.	256	Iriedaily	273	Phalanx	8	Swisstek Bearings	160
Bear Surfboards	39	Electric	36	Jart Skateboards	271	Pirot service	295		
Belt Direct	6	Element Hardwear	165			Plan B	165	<b>T</b>	
Bico	40	Element	26	<b>K/L</b>		Planet Earth	140	Thrasher	297
Black Fly	163	Elvine	191	Key One Caps	160	Plex	128	Toymachine	135
Blank-Softgoods@soul	160	Emerica	236	Kling	257	Powell	134	Trashmark	127
Block-One	129	Emillion SkateboArts	160	KR3W	44	Puma	138	Trauma	146
Boarder Aid	2	Emily	159	Kryptonics	296	Qwst	154	Treble&Bass	123
Boardstein	229	Es	236	K-Swiss	227			Trium-vir	274
Bones Wheels	135	Etnies girls	269	Lakai	291	<b>R</b>		TSG	134
Boxfresh	22	Etnies	268	Lazy Oaf	91	Ragwear	41	T.U.K Shoes	159
Brixton	234	Expedition One	234	Light Board Corp.	272	Randal	296		
		Exact Science	147	Logo?	143	Rebel Rockers	157	<b>V/W/X/Y/Z</b>	
<b>C</b>		Ezekiel	95	Lousy Livin	169	Record	234	Vans	35
Carhartt	45			Lowlife	94	Red Dragon	135	Void	129
Celldivision	128	<b>F</b>				Red Rabbitt	192	Wemoto	150
		Fallen	165	<b>M/N</b>		Reell	31	WESC	25
<b>Exhibitors</b>		Famous Stars and Straps	162	Macbeth	94	Rellik Skateboards	160	Z-Boy Shoes	36
		Fenchurch	149	Mada	144	Revolution	192	Zero Skateboards	165
								Zooyork	254