

BRIGHT

Trade show for streetwear, sneakers
and skateboarding

— PRESS RELEASE —



XI

Bright trade show arrived in Berlin.

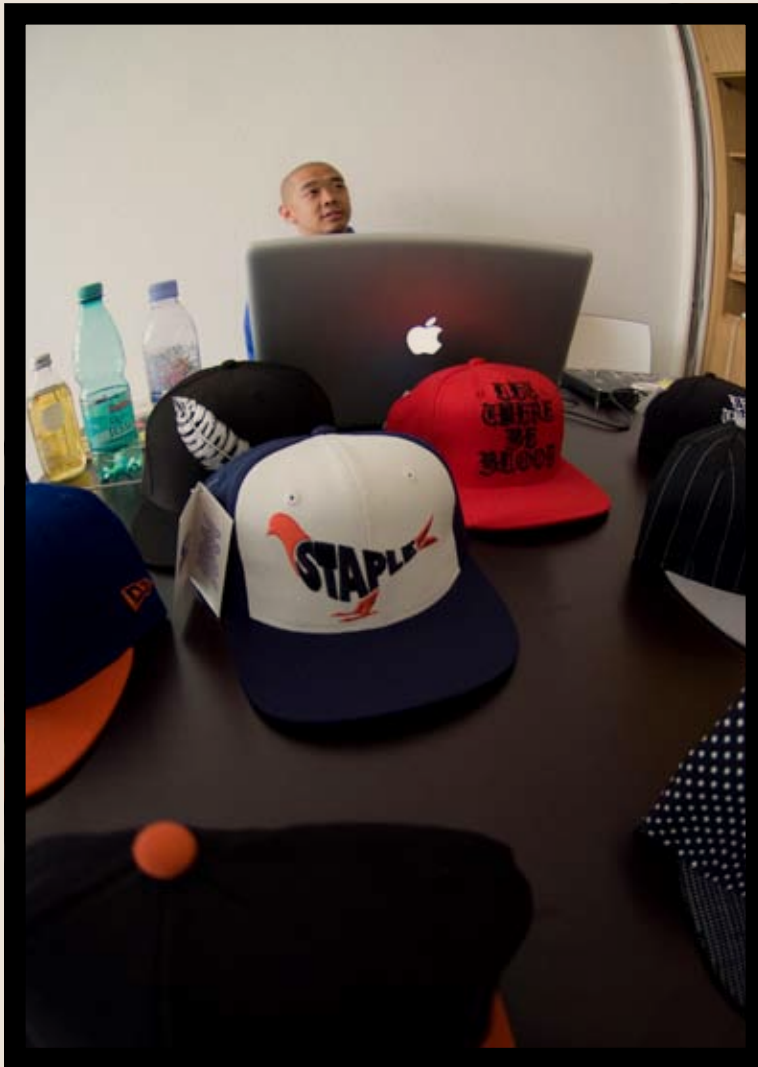
And what was it for an arrival. Not only the weather brought the city this years hottest weekend but as well Bright heated up the capital. Overall Bright XI was the most successful fair we did until now.

As the Bright banner raised above the former ministry of state security building on wednesday afternoon it was time to realize that a new era was about to begin. Bright's here and it's gonna be real good. Doors were open from thursday 8th until saturday 10th of july and nearly 300 exhibitors welcomed outstanding 12.600 professional visitors. But not only this figure illustrates the huge success of our trade show but as well the fact that our share of international visitors skyrocketed to almost 40%.



„We have a great feedback of our visitors. People are really impressed by the booth. Even TV came in and broadcasted us!“

Benjamin Bernicke – Planet Earth

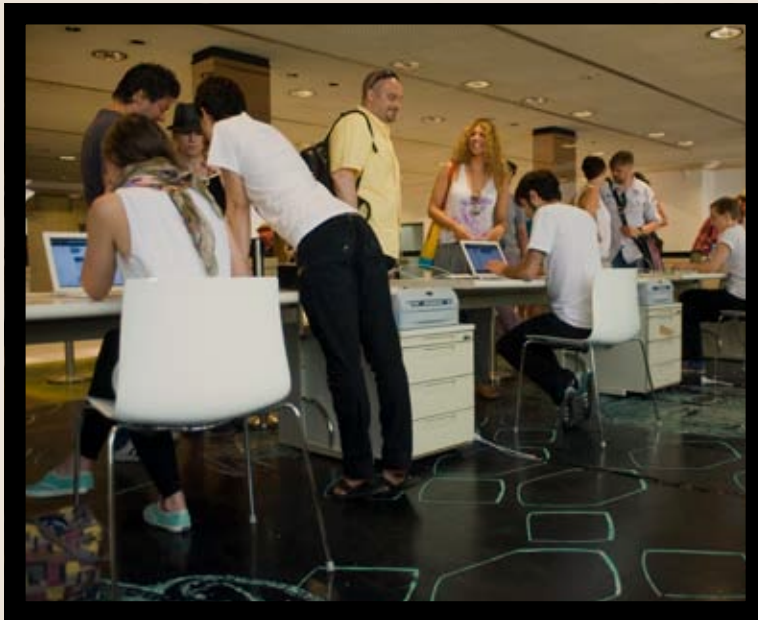


„Well, I expected a more strictly organized tradeshow, maybe kind of clichéd german - but it is really relaxed. It reminds me of skate events in the US back in the days. It's all about networking here and for this i can say, it was more than worthwhile coming to Bright.“

Jeff Staple

The excellent number of 12.600 qualified visitors outnumbered even our high goals as it signifies an increase of 150% compared to our last winter show. And the circumstance that 4000 internationals found their way to us means nothing less than quadruplication of our foreign visitors.

Most of them came from France followed up by Austria, Switzerland and the UK. But also the big figure of visitors from outside Europe makes us cheer. Besides the three digit number of attendants from the states it's been mostly the positive response of Japanese and Australians that makes us proud.



„We are really happy and satisfied with the feedback of the visitors until now. Within the first two hours we had more international visitors than in Frankfurt all in all! That's perfect and so important for us!“



Stefan Golz - Wemoto



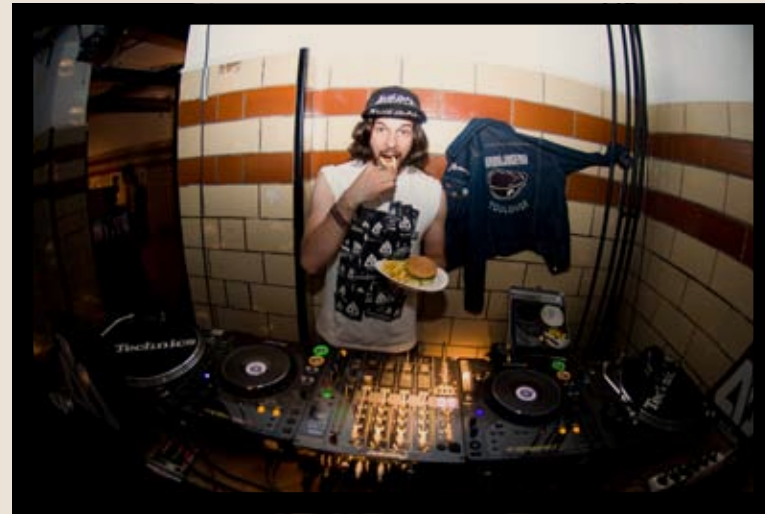
But it's not only the huge number of visitors that's impressive but also their high quality. Besides well known faces from the skateboard culture like Tony Hawk, Jeff Staples or Eric Koston buyers of Slam Jam from Italy, Caliroots from Sweden, California Sports from Copenhagen, Conleys, Frontline, or Patta from Amsterdam has been among our visitors.

Following the press conference in our massive cinema Quiksilver brought Tony Hawk & friends in the vert and N.E.R.D. live on stage in Berlins Max-Schmeling-Hall. Subsequently Cleptomanicx x Smallville partied hard at Horst Kreuzberg while Makia packed their bus and accelerated fully together with Les Ettes and Finlandia Vodka at the Mauerpark.

On Friday night the two Bright organizers Thomas Martini and Marco Aslim invited the pack to the infamous Bright Meet'n'Great BBQ to our temporarily Bright Bar located in an old stockyard at Torstraße. And once again it's been our Finish friends from Makia who dropped by with the bus and made it a night to remember. Frankfurt memories popped up as one moved from Mitte to Friedrichshains Cassiopeia where the beloved Bright Experience Extraordinaire celebrated its Berlin renaissance presented by Monster Skateboard Magazine and Made In.

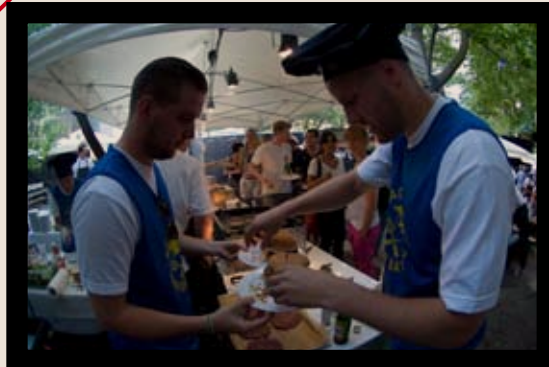


Saturday found its conclusion again in our Bright Bar where we first said off the world cup in the patio and then gave our bar the rest.





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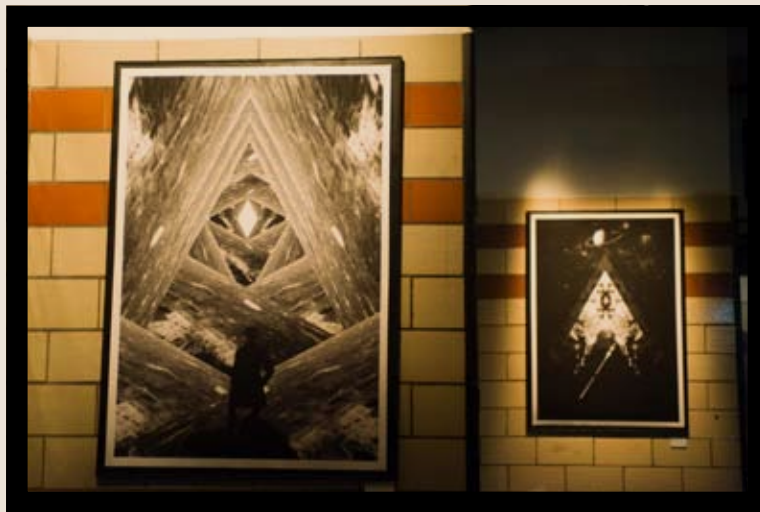


Impressions

Peak performance was not only to be seen in the Max-Schmeling-Hall. At our own skatepark located right next to House 18 and sponsored by "Relentless" Nike SB hosted the "The bird is the word" demo and Eric Koston, Lance Mountain, P-Rod as well as the rest of the Nike SB US-Team showed world class skateboarding as temperatures raised to perceived 40 degrees celsius. On friday the Matix US-Team demonstration was followed by the "Bright Brigade Tag Team Contest" that saw Phil Zwijzen prevailing over Martin Pek and Yannis Aario. Element staged the completion with their "Drop Spot Contest" while in our 500 seat cinema as the final of the 3 day movie program Radio and Relentless awarded the 3 winning flicks of their Rat-Race Contest.



Nada Carls and Rufus Exton were under way all the time to update their Bright Blog by the minute. Go and check it at www.brighttradeshows.com



16 artists, galleries and publishers from all over the world showed their creative urban art output at our 500 square meter art area. London Fixed Gear fascinated once another time. Basementized, Arty Farty and West-berlin Gallery exhibited while Fauxami showed with its impressive "Freaks of Nature" display the roots of modern skateboarding. While Element brought Emil Kozak and his work "Small pencils, big dreams" to Bright, the Frenchmen from Be Street featured not only their Urban Culture Magazine but as well Coolrain and his "Dunkeys" from Korea. And Cadence came all the way from San Francisco to show us his pictures.





We were well received in Berlin-Lichtenberg and we have found reliable partners for our future.



Satisfied exhibitors, impressed visitors, happy organizers. Bright XI x Berlin has been a big success. We managed to take the emotional and authentic atmosphere of our former Frankfurt Police Headquarters along to House 18.

So the removal is yesterday. We're here and we ran up our banner above Berlin. We are happily looking forward to see you all again in Berlin Lichtenberg, in the Normannenstraße 19, in House 18 of the former ministry of state security. We are happily looking forward to Bright XII that will take place from 20th to 22nd January 2011. We are looking forward to the future. A bright future in Berlin.



Your Bright Brigade.

BRIGHT

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January 20th till 22nd, 2011
Normannenstraße 13-19, 10365 Berlin

For further inquiries and images please contact:
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