

KREATIVEKONZEPTION*

Press release

Twofold distinction at the Webby Awards 2010:

KREATIVEKONZEPTION* Berlin can claim „Official Honoree“ status not once but twice at the Webby Awards 2010: in the Community category, with their creative platform MINI Space (www.minispace.com) and in the Social Networking category with their start-up Architizer (www.architizer.com).

April 15th, 2010: Out of nearly 10,000 submitted projects worldwide, the leaders of the industry were designated as Official Honorees at the Webby Awards this year. Once a year, the Webby Awards – known as the „Oscars of the Internet“ – are conferred by the International Academy of the Digital Arts and Sciences. This year, only 5 nominees came from Germany, making the honor for a Berlin-based agency to be distinguished in two such important categories as „Official Honoree“ all the greater.

Official Honoree in the Community category: MINISpace.com

The creative community MINI Space (www.minispace.com) was developed by KREATIVEKONZEPTION*Berlin as a cross-media concept for the brand MINI, to offer a global networking platform for the worldwide „creative class“ – to great success. Launched just two years ago, MINI Space can now claim over 76,000 members – designers, architects, musicians from more than 233 different countries, who have submitted over 30,000 designs, videos and music samples. Meanwhile, over 40,000 fans connect using the integrated Facebook page – always on the lookout for the newest creative competition, product and event.

Official Honoree in the Social Networking category: Architizer.com

With their start-up Architizer.com (www.architizer.com), KREATIVEKONZEPTION*Berlin launched the world's first social networking site for architects and architecture enthusiasts, which promptly became the leading social network for architecture and interior design worldwide. Architizer.com is a completely new concept for communication of and about architecture – a platform for architects, firms, architecture schools, curators, critics and fans alike. As such, Architizer.com is the first website ever to show the connections and relationships behind a realized project – everyone receives due credit and the opportunity to promote themselves.

The site already links 20,000 architects and fans, with 300 – 500 new members joining daily. A total of over 7,000 projects have been uploaded to date, 1,900 offices and firms have registered – and there is no end in sight.

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URL

www.kreative-konzeption.de

www.minispace.com

www.architizer.com

www.webbyawards.com

KREATIVEKONZEPTION* (www.kreative-konzeption.de)

is a creative agency for cross-media campaigns based in Berlin. KREATIVEKONZEPTION* works with designers, digital experts, musicians, architects and publishers to develop intermedia campaigns and innovative advertising, digital, and event concepts.

Founded as a GmbH (LLC) in 2005, KREATIVEKONZEPTION* offers marketing and communications strategies, concepts, designs, and the implementation of communications campaigns for clients such as MINI, BMW, BAYER, Cervélo, Finland Institut, Thomas Cook, Fujitsu Siemens, Lufthansa und Sage.

Press contact: Anke Herder, KREATIVEKONZEPTION*001 GmbH, Neue Schönhauser Straße 2, 10178 Berlin, a.herder@kreative-konzeption.de, Tel. 030 802080943, Fax 030 802080969