

# THE ART OF BERLIN

For the summer artworks PREMIUM GROUP is teaming up with the coolest contemporary artists to spread the word about our shows being a space for creativity, content, commerce and community.



## FASHION ACROSS BORDERS

An art installation by stunning Anselm Reyle of Berlin's König Galerie complements the state of contemporary fashion at the PREMIUM GROUP's largest show. Together they create an international platform that inspires visitors across borders.

3 - 5 July 2018  
STATION - BERLIN  
[WWW.PREMIUMEXHIBITIONS.COM](http://WWW.PREMIUMEXHIBITIONS.COM)



## DESTINATION

Berlin-based photographer Johannes Böttge shows the vast variety of Berlin's attractions translated into a typical, somewhat ironic SEEK style: something between common and individual. Berlin as base provides the perfect setting for a new, out-of-the-box approach.

3 - 5 July 2018  
ARENA BERLIN  
[WWW.SEEKEXHIBITIONS.COM](http://WWW.SEEKEXHIBITIONS.COM)



## THE FUTURE IS NOW

Bringing the slogan to life Nathaniel Jones comes on board for the upcoming BRIGHT campaign. With his project *Requiem For A Screen* the artist shows a new, modern take on skateboard photography, which he uses to create collages. *Respect the past; create the future* is the principle he stands by – so it's no wonder he is a perfect fit with the next edition of BRIGHT.

3 - 5 July 2018  
ARENA BERLIN  
[WWW.BRIGHTTRADESHOW.COM](http://WWW.BRIGHTTRADESHOW.COM)



## SPACE FOR INSPIRATION

Experience the art of selling. When collections from fashion, beauty, interior and lifestyle meet young entrepreneurs, you've entered the department store concept event SHOW&ORDER X PREMIUM at Kühlhaus Berlin, where each of the six floors represents the style of an influential fashion capital.

3 - 5 July 2018  
KÜHLHAUS BERLIN  
[WWW.SHOWANDORDER.COM](http://WWW.SHOWANDORDER.COM)



## DIGITAL TRANSFORMATION

Mix fashion with tech, then add some digital entrepreneurship and highly engaging visionaries who strive to enable new thinking in order to manage digital transformation. Photo artist Christina Nath takes shots of everyday products through a macro lens. With this technique the observer is provided with a completely new view on things.

4 July 2018  
KRAFTWERK BERLIN  
[WWW.FASHIONTECH.BERLIN](http://WWW.FASHIONTECH.BERLIN)

[VIEW ALL EVENTS](http://WWW.PREMIUM-GROUP.COM)

[PREMIUM-GROUP.COM](http://WWW.PREMIUM-GROUP.COM)