

PRESS RELEASE



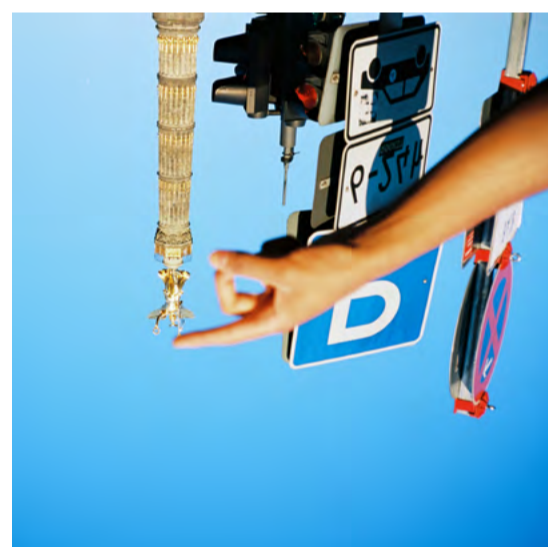
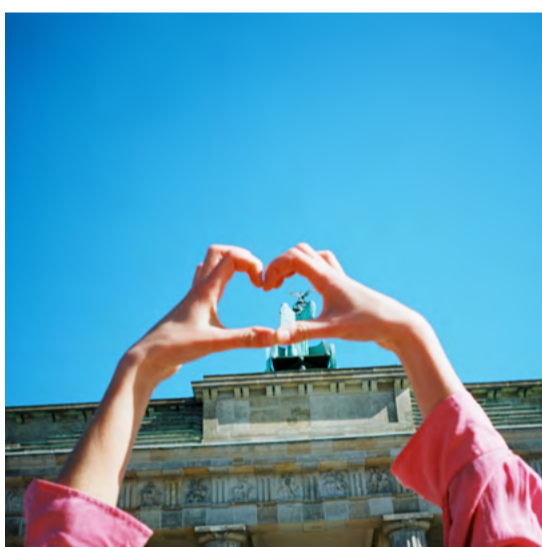
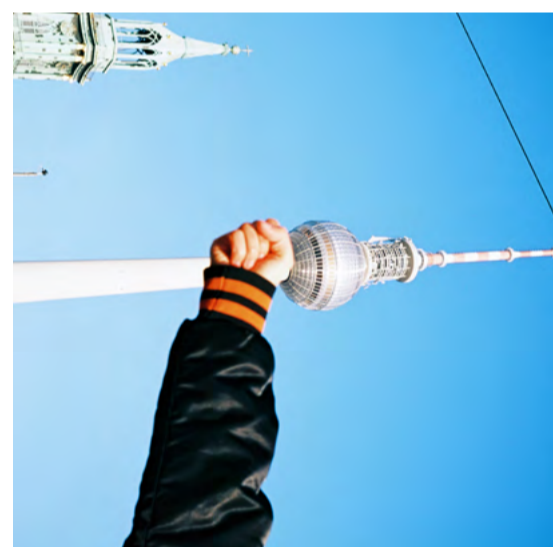
For the upcoming season kicking off in July 2018 SEEK will have a recurring theme for the first time: Destination – Berlin as a destination; SEEK as a destination. Twice a year the international community meets in Germany’s capital city to view the most cutting-edge collections, as well as explore the latest restaurants, bars and clubs... a little like being on holiday.

“Enter through the Gift Shop” states the banner over the entrance to SEEK; and browse the limited edition SEEK merch collection, which features t-shirts sporting slogans along the lines of “My colleague went to SEEK, and all I got was this lousy t-shirt”, spares a thought for those who didn’t get to join in. Alongside the Destination themed events and the styling of the hosts and hostesses, the open-air location, Badeschiff, infuses networking with all the flair of Club Tropicana.

The campaign was created in collaboration with the Berlin-based photographer and artist Johannes Böttge. The campaign shows the subjects of typical tourists’ photos including the Brandenburg Gate, Alexanderplatz or Berlin’s Victory Column, but interpreted ironically.

“The analogue photo series “Tourist Sculptures” (2018) represents a stereotypical spectacle, with imperfect sculptures and figures. As a contemporary interpretation of well-known poses, these photographs encompass the all-too-familiar visual phenomena of an unorchestrated play of a recollection or memory. Tourists are fun, imperfection is fun – both are good for us!” comments Johannes Böttge on the photo series for the current campaign.

SEEK warmly welcomes Johannes Böttge into the SEEK family circle!



SEEK

CONTEMPORARY FASHION TRADE SHOW

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3–5 JULY 2018

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