

MEISTERKREIS

July 6, 2018

GERMAN CONTEMPORARY EXCELLENCE Exhibition in Tokyo

- Exhibition in the Hillside Forum fosters the German Japanese dialogue about Excellence
- Japan and Germany are united through diversity in culture and economy
- High appreciation of craftsmanship and advanced technology in both countries
- Creativity, innovative spirit and discipline shape both cultural and economic nations
- Exhibition supports and provides impetus for a German - Japanese exchange between companies, creative professionals and artists

The MEISTERKREIS, in cooperation with the Ministry of Foreign Affairs, will be presenting the exhibition "GERMAN CONTEMPORARY EXCELLENCE" on the 6th of July, 2018, at the Hillside Forum in Tokyo. This project shows the sense of quality possessed by German companies and cultural institutions and impressively illustrates the creativity, innovation and perfection behind them. Only the best in their field are represented: A. Lange & Söhne, BMW, Comtesse, Dr. Loosen, Gaggenau, Leica, Meissen, Montblanc, Thonet, Porsche, Sennheiser, Berliner Philharmoniker, Nationalgalerie Berlin, the Semperoper and many more. 70 photographs with sometimes unusual and surprising motives display the wide diversity of German excellence. Craftsmanship and technology in perfection, hospitality and culture at the highest level. Also displayed here are the people who embody this sense of quality. Even though the personalities, products and processes may appear to be extremely different there is a common passion for perfection, artistic daring and the pleasure in their culminating work.

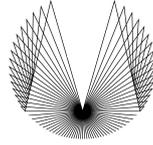
GERMAN CONTEMPORARY EXCELLENCE takes the observer on a voyage of discovery through a sometimes unknown Germany, showing even more the commonalities in the fields of excellence, quality and creativity shared with Japan.

Japan and Germany are united through a wonderful diversity in culture and economy. Tradition and progress, a passion for quality and perfection.

This exhibition and the coming together of Japanese and German companies, brand managers, creative professionals and artists will exemplify the connection between German and Japanese culture, the high appreciation which master craftsmen in both countries enjoy in their workmanship.

Using this perspective, the exhibition offers inspiration for a dialogue between the representatives of the German and Japanese economy and culture, which can be a stimulus to an intensive exchange of experience and knowledge and future joint co-operation.

Dr. Carl Hans von Werthern, German Ambassador to Japan: "Germany and Japan have much in common, for example a passion for excellent quality and competence in advanced technology and



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craftsmanship. The exhibition in Tokyo will inspire the dialogue between German and Japanese companies and creative professionals. I am looking forward to this."

MEISTERKREIS Chairman Clemens Pflanz corroborates: "We are presenting a picture of Germany here which offers new perspectives. The further intensification of the cultural and economic exchange remains an important task for us."

Gerhard Steidl, publisher, created the exhibition design and emphasises its artistic aspect: "The photographs are by German photographer Jim Rakete, who succeeds in capturing opposite poles such as avant-garde and tradition, romanticism and progress, allowing one to personally experience these fields of creative tension. This creates new access points and innovative insights."

Edmond Boussemart, Brand CEO of A. Lange & Söhne Japan: „Congratulations for this exhibition bridging the two rich and dense German and Japanese cultures. Both countries may look geographically very far but in our heart, we are sharing the same passion for art, creation and craftsmanship. These are also values that A.Lange & Sohne cultivates through its timepieces. Since 1845, when the brand was founded by Ferdinand Adolph Lange in the small town of Glashutte in Saxony, the brand expressed the best of German crafts. I strongly believe that both culture have the same attraction for what is beautiful and genuine. And the emphasis we put on the finishing techniques, reaching the perfect harmony between design and complexity of mechanism, are more understood in Japan than in any other places in the world.“

Eike Wiesener, Managing Director Asia of Thonet: „Since 1819 Thonet stands for high-quality, innovative and elegant furniture associated with creativity and progress. The cultivation of tradition and craftsmanship, the everlasting process of reinvention and "Made in Germany" are core values of the company.“

Venue and opening times

Hillside Forum, Hillside Terrace, F Building, Sarugakucho, 18-8, Shibuya-ku, 150-0033 Tokyo

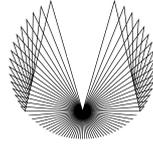
July 6, 2018, 4–5 pm: Press Opening

July 6, 2018, 5–8.30 pm: VIP Opening

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THE MEISTERKREIS

The MEISTERKREIS unites people, companies and institutions that stand for culture, creativity and the very highest standard of quality from and in Germany. It promotes awareness for a unique and diverse segment and a commitment to precious traditions, and exemplifies the economic and cultural significance of the sector. The MEISTERKREIS, which was founded in 2011, has more than 70 members: companies, cultural and scientific institutions. It represents an economic sector which creates value of more than 90 billion euro and employs more than 190,000 people.

MISSION

A high level of diversity produces a wealth of ideas and creativity – this is the prerequisite for our economic success as well as our social development. The MEISTERKREIS fosters and develops this diversity with its members, partners and friends.

OBJECTIVE

Our objective is to combine the very best of companies, scientific and cultural institutions to form the new avant-garde as well as a strong consciousness of our common strengths and traditions. New connections create innovative products, business models and partnerships.

ACTIVITIES

Exchange of Experience

The MEISTERKREIS promotes new national and international networks for its members, enabling the exchange of experience and the establishment of cooperative mechanisms.

Promotion of Young Talent

The MEISTERKREIS offers its members training and further education, develops academic and practice-oriented trainees and promotes top talents.

International Partnerships

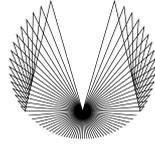
The MEISTERKREIS promotes an active exchange with the international European Community of Values and also supports its members in expanding into new markets.

Representation of Interests

The MEISTERKREIS represents the economic, cultural and political interests of the segment in dealings with political decision-makers, the media and the general public.

Continuous Market Analysis

The MEISTERKREIS regularly commissions studies and inquiries in order to provide its members the most current and relevant market data.



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MEMBERS

Abeking & Rasmussen, Brenners Park-Hotel & Spa, Bechstein, BMWi, Burmester, China-Club Berlin, Comtesse, Dornbracht, Dorothee Schumacher, Escada, Excelsior Hotel Ernst, Graf Faber-Castell, Gaggenau, Glashütte Original, Gmund, Grandhotel Schloss Bensberg, Hemmerle, Hotel Adlon, KaDeWe, Kettnaker, Klais, Iris von Arnim, Jan Kath, Leica, Loewe Technologies, Lürssen Yachts, Lufthansa First Class, Maybach, Meindl, Mercedes-Benz, Montblanc, Neumann, Occhio, Poschinger, Porsche, Porsche Design, Porzellan Manufaktur Nymphenburg, Sennheiser, Schloss Johannisberg, Schramm Werkstätten, SeaCloud, Staatliche Porzellanmanufaktur Meissen, Sabine Römer, Steidl, Storck Bicycle, Talbot Runhof, Thonet, Ticad, Tobias Grau, Unützer, Van Volxem, Walter Knoll, Weingut Dr.Loosen, Weingut Robert Weil, Weingut Egon Müller, Wempe. International Members: Airbus Helicopters, Armani Prive, Chanel, Bugatti Automobiles, Christian Dior, Lancôme, Estée Lauder, Moët Hennessy, Rolex. Friends: Berliner Philharmoniker, Nationalgalerie Berlin, Kunstsammlung Nordrheinwestfalen, Semperoper Dresden, Palais Beauharnais Paris, Villa Massimo, University of Arts Berlin, Villa Massimo Rom.