



Press Information

C&A presents 3D-Urban Screening “Berlin PROJECTION”

- Animated 3D movie shows 170 Years of Fashion with C&A
- 1,500 square meters front of Berolinahaus at Alexanderplatz serves as screen
- Largest 3D-Urban Screening in Berlin
- “Thank you“ for 100 loyal years in Germany

Düsseldorf / Berlin, October 31st, 2011. As part of the 100 years anniversary celebration in Germany, C&A presents Berlin’s largest 3D Urban Screening from November 3rd to 5th every evening between 6 and 10 pm. The “screen“ for this unique project is the complete front of the Berolinahaus at Alexanderplatz: a space of 72 x 21 meters, which is more than half a football field.

But Berlin PROJECTION offers much more than just a movie screening: State-of-the-art 3D-effects let the facade of the building disappear and make room for magical landscapes, flowing dresses, formerly hip commercials promoting flashy shoulder-padded jackets and leave space for fashion-memories and dreams. In short: A three-dimensional journey starting from handworking the loom to the evolution of fashion as a mass-phenomenon to its manifestation as a lifestyle-statement. The movie combines captivating visual effects with the unique atmosphere of the fashion world during the various decades and at the same time impresses by the pure size and presence of the screening. A first small impression offers the attached trailer on a USB stick.

Oliver Fuchs, producer at BackYardPilots and creative mind of Berlin PROJECTION: “Berlin PROJECTION is more than a movie. It connects art, culture and technology, telling a unique story which everybody will enrich by own, individual associations and memories. Already now I am impatiently looking forward to the reactions“. On the evening of the premiere, Mr. Fuchs is happy to answer your questions.

As this unique 3D event is not just reserved for the people of Berlin, the world premiere of the movie can be watched online just one hour after its live screening by clicking on www.cunda.de/berlinprojection – and afterwards of course anytime again.

Both, the technical equipment of the movie as well as the pure size of the screening seem record- breaking: To be able to screen the whole width of the Berolinahaus two about 11 meters high projection towers will be erected. Each carries eight of the currently strongest large-screen projectors in the world with 30.000 lumen or 8.500 Watts power. This equals the brightness of more than 1.100 60-Watt-lightbulbs.

Choosing the Berolinahouses at Alexanderplatz for this event is anything but coincidence. Here, in this neighborhood, C&A opened the first store in Germany at Königstrasse No 1 in 1911. Even today C&A is closely connected with the city. For example the current C&A Store does not only have the prestigious house number 1 at Alexanderplatz but also the internal store number 1, which has never been assigned anywhere else. Today C&A is present with 22 stores in Berlin, and about 500 stores in Germany.

“With this movie we aim to show the close connection between C&A and the development of fashion in Europe and Germany in a spectacular way. The 3D movie is technically and artistically unique and presents C&A as an experience for the whole family – which will hopefully excite many spectators“, says Thorsten Rolfes, Head of Corporate Communications at C&A.

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