



MEISTERKREIS

MEDIA RELEASE

MEISTERKREIS presents GERMAN CONTEMPORARY EXCELLENCE photo exhibition in Singapore

- Exhibition fosters German – Singapore dialogue about Excellence
- Singapore is Germany's largest ASEAN trade partner and Germany is Singapore's largest EU trade partner
- High appreciation of advanced technology and automation in both countries
- Creativity, innovative spirit and strive for excellence shape both nations
- Exhibition supports and provides an impetus for a German – Singapore exchange between companies, creative professionals and artists

Singapore, 20 September 2018. On September 20th, the MEISTERKREISS, in cooperation with the German Federal Foreign Office, will present "GERMAN CONTEMPORARY EXCELLENCE" photo exhibition at SOTA Art Gallery.

The project by MEISTERKREIS showcases German creativity, diversity and entrepreneurship. 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.

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

Both Singapore and Germany enjoy a close partnership in broad areas and share a history of economic and diplomatic relations that date back to 1965. Germany is Singapore's largest EU trade partner, while Singapore is Germany's biggest ASEAN trade partner. Through the exhibition, MEISTERKREIS seek to bring together companies, creative professionals and artists, to spark a dialogue and future collaborations that are mutually beneficial.

The German Ambassador to Singapore, HE Dr Ulrich A. Sante, says, "The constant strive for excellence and innovation are the stimuli which Singaporean and German entrepreneurs and artisans have in common. That is what has made 'Made in Germany' so successful in Singapore. Our aim is to inspire dialogue between professionals of our creative industries for a better sense of mutual understanding, deepened cooperation and on new business opportunities. The exhibition offers a perfect starting point with its unusual perspective on creativity and economic performance in Germany."

MEISTERKREIS Chairman, Clemens Pflanz, adds on, "We are presenting a new perspective of Germany through art. With the combined knowledge and expertise of our esteemed network members, we are committed in fostering collaboration and knowledge transfer not only with Singapore, but worldwide. Our mission is especially important and relevant as we enter the third industrial revolution."

On being represented in the exhibition, Ms Anne Schaal, Regional Managing Director (SEA) of Lange & Söhne has this to say: "As one of the few haute horological brands at the pinnacle of fine watchmaking, A. Lange & Söhne is very proud to be a representation of German excellence and craftsmanship which is a quality much appreciated by our collectors in Singapore."

Another beloved German brand, Leica Camera, is also part of the showcase. "Our key brand statement for Leica "Das Wesentlich" – "focus on the essentials" speak of our shared value and passion on the promotion of art and culture. Since 1869, the brand has expressed the uncompromisingly stringent quality standards, reliable precision engineering and painstaking assembly using only the best materials to guarantee images of superior brilliance. We are not only a camera and optics manufacturer, with 19 Leica Galerie worldwide, we seek to inspire and engage through art and culture," says Mr Sunil Kaul, Managing Director (APAC), Leica Camera.



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Mr Eike Wiesener, Managing Director (APAC) of Thonet, says, "200 years of Thonet, 200 years of design icons. Every piece of Thonet furniture is designed to stay relevant through time, exemplifying the enduring value and true craftsmanship synonymous to 'German Excellence'. At Thonet, we believe that the company's past heritage points to a promising future in continuing the development and production of authentic originals with a clear vision, perfect design, and the highest quality – made in Germany."

Renowned publisher Mr Gerhard Steidl, who curated and designed the exhibition 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."



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.

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, Kettner, 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 Beaux-Arts Paris, Villa Massimo, University of Arts Berlin, Villa Massimo Rom.