

# MEISTERKREIS

## GERMAN EXCELLENCE in K11 Shanghai Advanced Technology – Craftmanship – Hospitality

Press Release

Shanghai, 03 January 2020

- Bringing Three Excellent Brands from the German High-End Cultural and Creative Industries to K11 Art Mall Shanghai
- An Interactive Approach to Present the Creativity, Innovativeness, and Consumer Orientation behind “Made in Germany”
- Pilot Project with K11 Art Mall who created the New Retail Concept of Combining Art, People and Nature

From 3-17 January 2020 “German Excellence: Advanced Technology – Craftmanship – Hospitality” will be held at K11 Art Mall Shanghai.

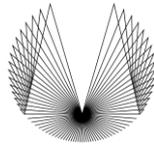
This Pop-up Exhibition is the first collaboration between the MEISTERKREIS and K11 Art Mall, part of the New World Group, the first of its kind in China to bring arts, creative events and retailing under one roof. MEISTERKREIS, the community of more than 80 high-end brands, economic and cultural institutions from Germany and K11 share the approach of cross-cultural collaboration to foster new ideas and cooperation among the creative industries.

Against this background, German Excellence presents three outstanding proponents of Germany’s creative industries - Porsche, Leica and Jan Kath – who each in its own unique manner are exemplifying the relentless pursuit of innovation, perfection and product quality, the distinct cornerstones of “Made in Germany”.

**Porsche Exclusive Manufaktur:** one of the most prestigious car makers provides an immersive experience of the technology behind creating sports car with "Intelligent Performance". Customize “Your own Porsche” and learn how to create a bespoke piece of Porsche leather.

**Leica Camera:** the iconic camera brand is taking you through "The History of Leica", from its origins traced back to 1849, to milestones in its product evolution until the latest camera models in the 21st century such as the M10, Q2 and the SL2 which will be live on display.

**Jan Kath’s** world of colourful and artistic carpets, this brand is creating pieces of art by integrating classic elements of oriental carpet making with contemporary design. One of its wonderful carpets can be seen for the first time at K11 in Shanghai, visitors will also get an introduction into the tremendous skills of fine carpet making.



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These brands are coming together for the first time at the German Excellence Pop-up Exhibition. Presenting two “Light houses” and one of the so-called “Hidden Champions” it will give visitors and customers at K11 Art Mall Shanghai the opportunity to see not only their products but to obtain a first-hand experience of the people and processes behind their success stories.

Clemens Pflanz, Meisterkreis Chairman and Founder: *“K11 combining art and commerce and Meisterkreis as a community of German creative and cultural high-end brands is really a perfect match. I’m sure that we can learn a lot from K11s excellence and innovation in many fields. This project will be the starting point for fruitful, mutual partnership and a wonderful common journey.”*

This Pop-up Exhibition will be launched for the first time in the economic and cultural centre of Shanghai, with the objective to create meaningful exchanges and cooperation between the creative industries from Germany and an ever-growing audience of sophisticated and well-travelled consumers in China.

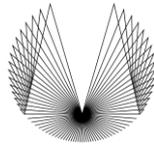
**German Excellence Pop-up Exhibition is held from 3rd–17th January 2020 at  
K11 Art Mall Level B2  
300 Middle Huaihai Road  
200021 Shanghai, China**

## ABOUT THE PARTICIPANTS

### THE MEISTERKREIS

The MEISTERKREIS was founded in 2011, and has more than 80 members: companies, cultural and scientific institutions. It represents an economic sector which creates value of more than 160 billion euro and employs more than 300,000 people. The range covers about 20 categories from advanced technology up to craftsmanship. For example, A. Lange & Söhne, Porsche, Leica, Graf Faber Castell, Rimowa, Gaggenau, Sennheiser, Steinway as well as the Berlin Philharmonic Orchestra, National Gallery and the Berlin University of Arts.

In Shanghai, MEISTERKREIS has been for years working closely with CEIBS (China Europe International Business School) in the field of education and science. The annual Prestige Brands Forum, organized together with the People's Government of Jing'an District of Shanghai, is home to intensive dialogue between CEOs of the MEISTERKREIS companies, Chinese entrepreneurs and emerging young talents. The continuous interaction between practice and teaching is an important element for the future development of excellence in products and processes.



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## **K11 ART MALL**

The K11 group was founded in 2008 by renowned entrepreneur Dr. Adrian Cheng. Its unique brand concept integrates art and commerce into office and residential real estate projects.

Ten years in preparation, K11 group has established the most forward-looking cultural retail concept project K11 MUSEA, which has been grandly opened in August 2019. Founder's vision is to turn K11 MUSEA into a cultural Silicon Valley in Hong Kong, creating a new cultural retail landmark on the Tsim Sha Tsui waterfront and continuing to promote the power of creativity, culture and innovation.

In addition to the K11 flagship centre, the K11 group's innovative concept also includes the K11 ATELIER, a Grade A office network for a new generation; K11 ARTUS; K11 KULTURE ACADEMY; K11 Future Taskforce, a consultancy and market research organisation driven by new technologies; K11 Art Foundation, the first non-profit organization to support Chinese artists and curators.

The K11 group is based in Hong Kong and has operations in greater China, as well as investments in Europe and the United States.

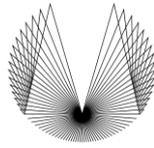
Through K11 group, we demonstrate the founders' unremitting pursuit of innovation, creativity and culture, so as to create a new international positioning for Chinese millennials and establish a smart exchange. By 2024, the K11 group will have a presence in nine cities in greater China, with a total of 36 projects with a gross floor area of 2.78 million square metres. K11 was named one of the most innovative companies in global urban development and real estate by Fast Company in 2019.

## **PORSCHE**

Porsche was founded by Prof. Dr. Ferdinand Porsche in Stuttgart, Germany, in 1931 and was then transformed into a sports car manufacturer by Ferry Porsche in 1948. Porsche has been known as one of the most prestigious automobile brands in the world for decades. Under the guiding credo of "Intelligent Performance", Porsche leads the way in providing a new generation of sports cars that prove performance and efficiency can be perfectly combined.

Since entering the Chinese market in 2001, Porsche China has been dedicated to bringing the sporty genes and innovative spirit of the marque to Porsche enthusiasts in this dynamic market. In Porsche's network in China, customers can experience the unlimited appeal of Porsche's iconic sports cars: the legendary 911 series, the renowned 718 Boxster and Cayman mid-engine sports cars, the luxurious Cayenne premium SUV, the dynamic and pioneering Macan SUV, and the luxurious four-door Panamera with pure sports genes. Each demonstrates excellence in performance, exquisite design, and consistent commitment to perfect quality that Porsche embodies. Across Mainland China, Hong Kong and Macau, there are now 121 sales sites in operation, ensuring that Porsche customers across the country receive the hallmark personalised care that sets Porsche apart around the world.

In 2018, a total 80,108 vehicles delivered of Porsche across Mainland China, Hong Kong and Macau. With 71,601 new car deliveries, China remained the largest single market for Porsche worldwide by the end of October of 2019.



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## **LEICA**

Leica Camera AG is an internationally operating, high-end-segment manufacturer of cameras and sport optics products. The legendary status of the Leica brand is founded on a long tradition of excellence in the construction of lenses. Leica Camera AG is a German company that manufactures cameras, lenses, binoculars, rifle scopes, microscopes and ophthalmic lenses. The company was founded by Ernst Leitz in 1869. The name Leica is derived from the first three letters of the founder's, Ernst Leitz, surname (Leitz) and the first two of the word camera: lei-ca.

## **JAN KATH**

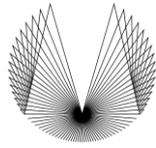
Jan Kath is a designer of luxury carpets. With his modern designs, Jan Kath is creating a new perspective on carpets. Guided by a bold approach in his work, Kath, originally from Bochum, combines classical elements of oriental carpets with contemporary, minimalist design. The founder Jan Kath emerged from humble beginnings to create his eponymous luxury carpet brand that has become the first choice for many global celebrities and tycoons. Drawing inspirations from all over the world, the company and its founder are famously integrating classic elements of oriental carpet making with contemporary design, the perfect embodiment of "East meets West". At present, the company has proprietary stores and showrooms in Germany, USA, and Canada and is represented by retailers in more than 30 countries.

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300 Middle Huaihai Road  
Shanghai Huangpu District, 200021  
[www.k11.com](http://www.k11.com)

Leica Camera Greater China  
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Shanghai 200020  
[www.leica-camera.cn](http://www.leica-camera.cn)

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