

BRIGHT



KATHARINA SCHREIBER (BRIGHT), ALINA HAHN (SEEK),

MARIE-LUISE PATZELT (SEEK), DENNIS SCHOLZ (BRIGHT), DAMIEN WINPENNY (SEEK)

MARIE SANDMANN (SEEK), MAREN WIEBUS (SEEK | BRIGHT) (f.l.t.r.)

Culture moves with its actors. This is exactly why BRIGHT is starting a new, youthful chapter with a new, youthful team. Katharina Schreiber and Dennis Scholz are active skateboarders themselves and know the community, codes and equipment just as they know the event's history. With the SEEK team in the background they are now pressing the reset button and creating an update that will mainly result in a sharper brand portfolio and plenty of space for interaction with the community.

RESPECT THE PAST – CREATE THE FUTURE

When BRIGHT was set up in 2005 it was all about skate culture and the people behind it. The new BRIGHT with its key theme of FUTURE turns its focus on this culture and is bringing the protagonists back to the trade show.

“Skateboarding is culture, movement, change. Active and interactive concepts are more important to us than just static stands,” explains Katharina Schreiber. “We want BRIGHT to be just as dynamic as our visitors and we therefore offer brands various opportunities to integrate and present themselves.”

NEW DYNAMIC THROUGH B2C

Alongside the B2B exhibitor area there will be a Business to Community area that will bring all the facets of skateboarding to life – i.e. sport, fashion and cultural movement all at once. In July, the product portfolio, which consists of fashion, sneakers and accessories, will adopt a new focus on hardware – bringing the skateboard increasingly into the foreground again and making it the centrepiece.

The evolution of the fashion industry through factors such as democratisation, globalisation and acceleration shows that the trends are no longer dictated by brands, but rather predefined by consumers; and that brands are taking inspiration from the street. BRIGHT unites brands and consumers, initiates interaction and therefore space for new concepts, trends and subcultures.



DENNIS SCHOLZ &
KATHARINA SCHREIBER

Skater Katharina Schreiber (29) has worked in the BRIGHT team for 10 years and brings her experience in Sales, Marketing, Social Media and Event Production. Positions in retail, as well as her degree in Business Communication, stamp Katharina Schreiber as a communications professional at BRIGHT.

Dennis Scholz (25) is a project manager, skateboarder and photographer. His clients include brands like Nike SB, Converse and Red Bull. He has also produced photo series for skateboarding magazines SOLO, Monster, Place and Thrasher. His Bachelor's degree thesis was titled *Skateboarding as an art form and medium for aesthetic creation*.

BRIGHT

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