

Berlin, 09/14/2011

## **Bertelsmann Party 2011: A World of Creativity**

- **More than 600 top-notch guests expected at 'Bertelsmann Unter den Linden 1' in Berlin**
- **Media group to highlight the basic elements of communication**

Creativity is the central motif of the "Bertelsmann Party 2011" on Wednesday at the international media group's premises in Berlin. To illustrate this theme, the basic elements of communication are skillfully staged and highlighted: visitors will hear and see letters and words, numbers and musical notes, thoughts and ideas brought to life in large-screen projections, unusual installations and live acts. Bertelsmann is expecting more than 600 noted guests from the media and cultural scene, from the worlds of politics, business and science, at Unter den Linden 1 in Berlin, and will greet them for the first time in the colors and imagery of its new corporate design.

Hartmut Ostrowski, Chairman & CEO of Bertelsmann AG, says: "Creativity is the ability to create something new, put ideas into practice or come up with solutions – the origin of all media content, so to speak, and the basis of our business. It drives our TV makers and authors, our editors, publishers and service professionals. Bertelsmann's success wouldn't be possible without it. Today we want to take our guests on a trip to a world of creativity that makes this inspiration visible."

The highlights of the party include letter installations, light shows, sculptures and projections, a "never-ending bistro table" and a cloak of letters spanning several floors. On the rooftop terrace, an illuminated tree of letters and musical notes spreads its branches into the sky, and several live musical acts will provide surprising intermezzi and ensure a stimulating party atmosphere.

Numerous well-known personalities are expected at the event, including the noted actors Veronica Ferres, Hannes Jaenicke, Ingo Naujoks, Sebastian Koch and Ralf Moeller, Katja Riemann and Anna Thalbach. TV personalities Thomas Gottschalk, Günther Jauch, Dieter Bohlen, Sylvie van der Vaart and Verona Pooth will be there from the world of media, along with celebrated violinist David Garrett, designer Jette Joop, topmodel Franziska Knuppe and boxer Wladimir Klitschko. Bertelsmann is also expecting numerous authors including Richard David Precht and Florian Illies. Politicians who have confirmed their attendance include Foreign Minister Guido Westerwelle, Federal Minister of Health Daniel Bahr, Berlin's Mayor Klaus Wowereit, and the Green Party chairs Claudia Roth and Cem Özdemir, as well as the SPD, FDP and Green Party parliamentary group leaders Frank-Walter Steinmeier, Rainer Brüderle and Jürgen Trittin.

#### **About Bertelsmann AG**

Bertelsmann is an international media company whose core divisions encompass television (RTL Group), book publishing (Random House), magazine publishing (Gruner + Jahr), and outsourcing services (Arvato) in 50 countries. In 2010, the company's businesses, with their 100,000 employees, generated revenues of €15.8 billion. Bertelsmann stands for a distinctive combination of creativity and entrepreneurship that empowers the creation of first-rate media, communications, and service offerings to inspire people around the world and to provide innovative solutions for customers.

Some press-releases and photos of David attending the Bertelsmann Party



**BERTELSMANN LUD NACH BERLIN**

## Stars feiern die letzte Party des Sommers



### **„Bertelsmann-Night“ Die Stars auf dem roten Teppich**

Drei Show-Größen, die sich blendend verstehen: Star-Geiger David Garrett (li.), Thomas Gottschalk und Günther Jauch

BZ Berlin

*Promi-Auflauf*

# Wer spielte auf der Party erste Geige?

14. September 2011 23.51 Uhr, Philipp von Studnitz

**Bertelsmann lud am Mittwochabend zur Sommerparty in die Repräsentanz Unter den Linden.**



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Günther Jauch (v. l.), nebst Gattin Thea, Thomas Gottschalk und Stargeiger David Garrett



David Garrett and German TV Host Thomas Gottschalk - Photo by Andreas Rentz/Getty Images Europe



David Garrett, Thomas Gottschalk, Bertelsmann Vice Chairwoman Liz Mohn and Hartmut Ostrowski, CEO of German Publishing Group Bertelsmann – Photo by Andreas Rentz/Getty Images Europe



David Garrett, German TV host Thomas Gottschalk, German TV host Günther Jauch and his wife Thea Jauch – Photo by Andreas Rentz/Getty Images Europe



David Garrett and Thomas Gottschalk in party-mood – Bild: dpa



David Garrett, Thomas Gottschalk, Günther Jauch and his wife Thea – Bild: Andreas Rentz/Getty Images Europe



David Garrett and Thomas Gottschalk – Source: WENN



David Garrett, Thomas Gottschalk, Günther Jauch and his wife Thea and TV Kai Pflaume – Source: WENN