

SpiekermannPartners and Eden prepare for merger

Berlin, February, 21 2007 – SpiekermannPartners (Berlin) and Eden Design & Communication (Amsterdam) announced their intention to merge on January 2009. Eden and SpiekermannPartners will become a large international design and communications agency with Northwest Europe as its domestic market. The collaboration is a springboard for further international activities and growth. With over 100 employees and a turnover in excess of 10 million euros, SpiekermannPartners and Eden will together assume a leading position within the German market.

SpiekermannPartners is an agency for design and branding, run by Erik Spiekermann, Susanna Dulkinys, Fabian Rottke, Oliver Schmidhals, Marianne Schuler and Ralf Weißmantel. With offices in Berlin, London and San Francisco they work for international clients like Bosch, German Railways, Birkhäuser Publishers, Messe Frankfurt, Pioneer Investments, Berliner Philharmoniker and ZDF (German TV) on branding strategy, corporate_design systems, editorial layouts and exclusive typefaces.

Erik Spiekermann is author, information designer and typographer. He founded MetaDesign and FontShop, is Honorary Professor at the University of the Arts in Bremen and has an honorary doctorship from Pasadena Art Center. In 2004 he received the Gerrit-Noordzij-Prize from the Royal Academy in The Hague. The family of typefaces he designed for Deutsche Bahn (German Railways) was awarded the 2007 Design Award of the German Federal Republic.

Eden, one of the oldest and most well respected agencies in Holland, came about through the merger of BRS Premsela Vonk, Linea and DC3 in 1999. Over past decennia, Eden has made a substantial contribution to making Dutch business and the public sector accessible and visible. The number of international clients has grown in recent years. Eden works for clients such as the Dutch Tax Authority, ABNAMRO Bank, Rabobank, Robeco, Geodis Wilson, Corporate Express, UCB and Wegener/Mecom.

More information: www.spiekermannpartners.com, www.edendesign.nl

SpiekermannPartners
Friedrichstraße 126 | 10117 Berlin
Tel. +49 (0)30 - 212 80 80 | Fax +49 (0)30 - 212 80 810
info@spiekermannpartners.com | www.spiekermannpartners.com

Pressekontakt
Achim Klapp, Tel. +49 (0)30 – 257 97 016 | Fax +49 (0)30 – 263 90 677
presse@spiekermannpartners.com

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Friedrichstraße 126
10117 Berlin

T +49-30-212 80 80
F +49-30-212 80 810

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