



PRESS RELEASE

**Take your favourite city home with you -
Now you can purchase the cool city accessories from the Berliner cult
brand 44spaces® at their own online shop**

<Berlin, November 2009> 44spaces® is the cult brand that lets you take home your favourite cities. For those who even want to enjoy the Berlin skyline at breakfast, the City Breakfast Board by 44spaces® is just the solution. Metropolis-lovers will find everything their hearts desire at the new online shop. In addition to key fobs, cushions and reflex bands to keep trousers away from bike chains, you'll also find the new matching game, "36 cities": It boasts 36 landmarks from international cities and encourages players to have fun discovering them. Whether you want to bring the Ruhr region, Berlin or even Tokyo home with you, you'll find all these products at the new online shop www.shop.44spaces.eu.

For those little yearnings, be it familiarity or wanderlust

Everyone who enjoys being surrounded by a favourite city will find what they are looking for at 44spaces®. Stylised skylines of major German and international cities adorn key fobs made of felt or bicycle tubes, colourful breakfast boards and home accessories such as lanterns and cushions. Among the most popular products are the bicycle reflex bands, which come in six luminous colours like pink, May green and blackberry. There are a total of 15 different skylines to choose from. In addition to German cities like Berlin and Cologne, the collection also includes international cities such as London and Tokyo.

36 cities – for city lovers, discoverers & the curious at heart

The newest addition to the range of products at 44spaces® is the matching and mind game called "36 cities". It features architectural highlights from 36 European and international cities. Each city is represented by one of its most famous landmarks. Card pairs include one positive and one negative silhouette of each city symbol. Playing instructions give detailed information about the individual cities and landmarks. Regional enthusiasts are called for here as much as globetrotters. Because it's not enough to simply find matching pairs of cards, you'll also want to know the exciting stories behind the cities and symbols pictured on the cards. The curious at heart can get a sneak preview of "36 cities" on the 44spaces® website in the form of an online game that will soon have you looking for more.



The Skyliner

Architect and designer Susanne Müller spent many years living in various European cities, finally settling in Berlin. She founded the brand 44spaces® in 2005. Her love of urban life inspired her to make the mobile accessories and cultural souvenirs with their unmistakable skyline design. With the brand 44spaces®, architect and designer Susanne Müller has turned her passion for international cities into a profession. These bright and colourful accessories have an urban flair resulting from her creative treatment of various traditional and innovative materials. There are currently 12 different products. You can choose between the skylines of 15 major German and international cities. With the new Memo game the designer has translated her urban design line into a new format. It focuses on landmarks of German and international cities.

Made in Germany

All 44spaces® products are “made in Germany”; no exceptions. Susanne Müller doesn’t only consider the high quality of her products to be important. She also values fair business practices that benefit all the participants. She prefers to work with small workshops and manufacturers from her local area.

The prices of the skyline accessories range from € 8 to € 49. The new game, “36 cities”, costs € 20. All products are easy to order online at www.shop.44spaces.eu. Designer Susanne Müller is just bubbling with ideas and is already preparing the next City products. Reason enough for urban nomads, globetrotters and anyone who has an urbane attitude to life to pay frequent visits to the online shop at 44spaces®.

Contact

44spaces® products & design
Susanne Müller
Erkelenzdamm 59-61 | Portal 1
10999 Berlin
Fon: 030/ 95 99 90 03
E-Mail: [post\(at\)44spaces.eu](mailto:post(at)44spaces.eu)
Web: www.44spaces.eu
Shop: www.shop.44spaces.eu

Media contact

Agentur für kreative PR
Barbara Schreiter
Teltower Damm 283
14167 Berlin
Fon: 030/ 772 23 63
E-Mail: [info\(at\)kreative-pr.de](mailto:info(at)kreative-pr.de)
Web: www.kreative-pr.de

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