

**Press release**

**Publishers for Architecture  
and Design**

We recommend for review in your journal / newspaper:

**Braun erleben – ganz persönlich, rein fachlich, weltoffen  
(Experience Braun – quite personal, purely professional,  
cosmopolitan)**

**Eds. Alwin and Ulrich Zenkel**

**With contributions from Fritz Frenkler, Klaus Klemp,  
Oliver Grabes, Erik Spiekermann, Günter Staeffler,  
Thomas Guttandin, Tobias Hoffmann and many others**

- **World-famous design of a cult brand**
- **Treasure trove of enthusiastic collector stories**

The extraordinary design of the Braun company seen from a variety of angles: In twenty essays, collectors and design enthusiasts, art historians, Braun employees and curators write about their passion for collecting and repairing, about their everyday use of these devices, filled with memories and emotions, sometimes euphoric, sometimes critical.

Braun appliances from the extensive Zenkel collection are presented in a new light. The product images show how these can still be a part of our everyday lives and living spaces today. In his pictures, photographer Gerhardt Kellermann skilfully plays with natural light and creates new and appealing views of familiar devices.

Publisher

The publishing house **avedition GmbH**, publishers for architecture and design, was founded in 1992. Strategically the publishers specialise in interdisciplinary areas of design such as interior and exhibition architecture, scenography as well as product and communication design.

**German**

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contact:  
Jürgen Kummer  
Sales and PR  
tel: +49 (0) 711 / 220 22 79-0  
presse@avedition.de

**avedition GmbH**  
Senefelderstraße 109  
70176 Stuttgart  
Germany  
tel: +49 (0) 711 / 220 22 79-0  
fax: +49 (0) 711 / 220 22 70-15  
www.avedition.com

Publishers:  
Dr. Petra Kiedaisch  
Bettina Klett

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