
@ndreas **Weber** global communication GmbH
Walpodenstr.1 55116 Mainz – Deutschland

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Press Information

A portal for culture and communication has begun.

An ambitious internet project has begun. It's URL is **www.zeitenwende.com**. It addresses all internet users, who are interested in artistic creation, visual communication and innovative web design. "Zeitenwende.com is a portal site for culture and communication, merging the boundaries of creativity and uniting the different disciplines within the areas of art and communication", describes its originator Andreas Weber, managing director of **@ndreas weber global Communication GmbH** based in Mainz/Germany. The internet fosters new art and styles proliferating from the interaction of technology and their users to quite new and unexpected possibilities for communication, asserts Weber.

The zeitenwende web site was shaped by New York multimedia artist and designer **Robert Alejandro Chi**. The artist co-operated online across the Atlantic with the primarily German team. And specially with web master Rainer Fuest based in Mainz. The site's artistic motivation links the New Yorker with personal experiences in Gutenberg's city: "The work and inventions of Johannes Gutenberg encouraged me in my project to bring communication to a new level: a constructive dialog between art, artists and interactive users."

Even its early stage, www.zeitenwende.com presents almost **a dozen projects**, covering a far spectrum ranging from graphic arts to crafts to 3D computer animation, experimental videos and Flash animations. For example, you'll find the Mainz's Gutenberg Museum website and their online interactive presentation of their current exhibition about "art on book covers". The New York new media agency, DesignSkeptic, presents their interactive narrative, defined as "intertainment", which engages the experimental spirit of the user.

The www.zeitenwende.com team revolves around an active **advisory committee**. Various contacts are made and deepened in this manner to develop new ideas and extend the vision. The zeitenwende site is financially independent and its segment **sponsors** are involved during the concept stage.

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Web site facts

Begun:	15. February 2001
Concept:	Andreas Weber @ndreas webers global Communication
Art Direction:	Robert Alejandro Chi, New York
Web master:	Rainer Fuest, Signalwerk, Mainz
Web Design Druckladen:	Hendrik Doss, Doss Kommunikation, Mainz
Highlights (among other things):	Printing loading of the Gutenberg museum Mainz DesignSkeptic "intertainment" projects "New York Manhattan Changing Times", "Cairo" virtual exhibitions „art on book covers“ and "Offizin the Golden Kanne"

Brief description of www.zeitenwende.com:

The Website covers approximately a dozen of different sections ranging in topics. The "Druckaden" of the Gutenberg-Museum Mainz is presented, with all its details and activities; additional exhibitions are shown as virtual events online. DesignSkeptic presents their experimental offering: A digitally created interactive narrative with Flash and video animations that seduces the user into completely unusual and exciting new worlds. New York and Cairo, two top metropolises of this world, have dedicated extensive projects: Art, music, literature and science are united into an ensemble. @ndreas Weber Global Communication offers their animated interactive brochure. The on-line report for renowned graphic design conference Typo[media] 2000, which took place in the past "Gutenberg Year" in Mainz, gives a current overview of novelties in the areas of design, "calligraphic" work and the typography scene. Offizin the Golden Kanne is introduced in a short presentation as well as documented by a virtual exhibition of its activities until Scandinavia.

The zeitenwende advisory board is comprised of:

Eva Bernhard, Sinsheim
Robert Alejandro Chi, New York
Rainer Fuest, Mainz
Prof. Gregor Krisztian, Darmstadt
Prof. Guido Ludes, Mainz
Dr. Otto Martin, Mainz
Hermann Rapp, Neuweilnau
Erika Saito, New York
Anette Scholz, Wiesbaden
Volker Schütz, Frankfurt
Bruno Steinert, Bad Homburg
Guido Steffen, Mainz
Andreas Weber, Mainz