

July 23, 2009

Good day,

I am delighted to have another edition of my newsletter to share with you.

We received **great feedback** from many of our clients over the last months – just one small example I would like to share with you:

"The feedback from the survey of customers from the incentive trip to Prague & Vienna is "the best incentive ever". It is definitely the best trip I have helped with in my 12 years at Hunter Douglas, Birgit, and that is all thanks to you and your products - just fantastic!"

Anne Lee – Hunter Douglas Australia (2 x 130 pax to Vienna & Prague in May 09)

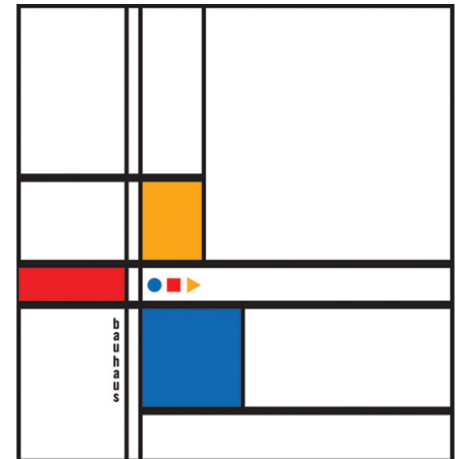
More references from our clients on www.invent.at

Do you also want to suggest **Austria, the Czech Republic, Hungary, Germany, Slovenia, or Croatia** to your clients?

With the below information you will get a better idea of those countries. Here are facts and news you may, or may not know:

> "Bauhaus. A Conceptual Model" is the central exhibition during Berlin's cultural summer

For the first time, the **three German Bauhaus institutions** are uniting to present a comprehensive exhibition about the Bauhaus, the most influential school for art, design and architecture of the 20th century. Numerous, to a large extent widely unknown objects will make **"Bauhaus. A Conceptual Model"** a unique exhibition that will dominate Berlin's cultural summer. The primary supporter of the exhibition, which honours the ninetieth anniversary of the foundation of the State Bauhaus in Weimar, is the national Kulturstiftung (Culture Foundation). "Bauhaus. A Conceptual Model" will be shown until 4 October 2009 in the **Martin-Gropius-Bau**. The exhibition focuses on the comprehensive significance of the Bauhaus in regard to the **development and internationalisation of modernity** and goes beyond, examining its world-wide lasting impact on architecture and design up until the present day. The exhibition is flanked by an extensive programme. Along with **many cultural events in Berlin, Dessau and Weimar**, the focus will be on an international conference on the subject of migration: How and with which means did the Bauhaus spread throughout the world, and who were the protagonists?



> **Brüno** Brüno is a 2009 American mockumentary comedy film directed by Larry Charles. Sacha Baron Cohen, who also produced and co-wrote the movie, stars as the flamboyant gay **Austrian fashion journalist Brüno**.

This film is the third based on characters from **Da Ali G Show**, following Ali G Indahouse and Borat.

Plot: 19-year-old gay Austrian fashion reporter Brüno is fired from his show after disrupting a catwalk show during Milan Fashion week. Accompanied by his assistant's assistant Lutz, who adores him, he travels to the United States to become a superstar. In "Brüno" the main character's foreignness is at once amplified and trumped by his homosexuality. Brüno, a strapping fellow with good cheekbones and an obsession with high fashion, minces and swishes his way **from Vienna to Los Angeles** and then makes improbable and sometimes very funny excursions to Africa, the Middle East and the American South. Wherever he goes his **bizarre fashion sense and his utter lack of inhibition** elicit raised eyebrows, angry scowls and occasional bursts of full-blown rage.

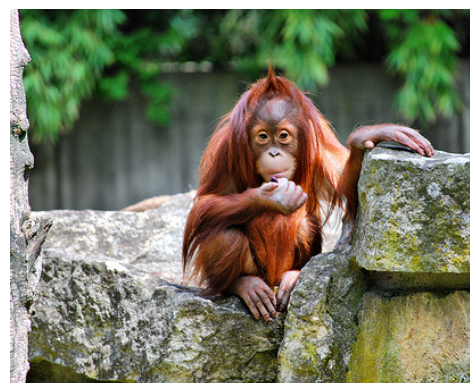
While Borat was highly criticized in Kazakhstan, **Austrians were generally positive about Brüno**. Some commented that the film places Austria on the spotlight, and that "it might stop people confusing Austria with Australia." Within the Austrian press, reactions have been generally mild and positive.

Christian Fuchs, from the Austrian radio station FM4, writes that "**hidden beneath the hard-as-nails satirist Sacha Baron Cohen, lies a humanist who enlightens.**"



> **Vienna has the best zoo in Europe**

Schönbrunn Zoo emerged as the best zoo in Europe in an independent study carried out in 2009, which compared 40 zoos in 16 countries. The **world's oldest zoo is also its most modern** – and now has the added attraction of a new orang-utan house. The former imperial orangery was converted into a paradise for the **red-haired primates**, the orang-utans: Where exotic plants and citrus fruits once spent the winter, apes now play in climbing trees, on nets and ropes. And they can be proud of their new home, because the zoo has been named the best in Europe. The orang-utans swing through the air eleven meters up. This is equivalent to their natural habitat in the forest canopy and they definitely prefer it. The redesigned orangery provides the apes with a 750 m2 outdoor enclosure with **climbing trees, nets and ropes**. It is also possible for visitors to watch the behaviours of the great apes from close up. The zoo's information centre provides information both on the evolutionary history of the great apes and also on their lives and the dangers they face. At Café Nonja, named after **a special artist, the orang-utan female "Nonja"**, visitors to the zoo are treated to Asian delicacies. Pictures of Nonja are also on display here.



> **Czech beer among the best in the world**

The Czechs have a **very close relationship with their beer**, and they will not miss an opportunity to celebrate that together. A beer festival programme includes **concerts, non-traditional brewery tours, and competitions**. As a matter of interest: If you would like to taste a different beer every day in the Czech Republic, your visit would drag on quite a long time, as more than 400 kinds of beer were brewed here last year!

Beer is brewed at more than 120 places in the Czech Republic, but the Pilsner beer is known worldwide. In 1842, a legend was born in Pilsen: the pale lager **Pilsner Urquell**. The Bavarian brewmaster Josef Groll brewed a beer using the bottom fermentation method, which aroused a passion for that beer's golden colour, dense snow-white froth and exceptional taste. This passion has continued to today, and the **Pilsner Fest** is held to celebrate brewing the first beer of the Pilsner type..

Other festivities:

Traditional Regent Beer celebration on the premises of Trebon's Bohemia Regent brewery on 25 July 2009
 Beer Carnival in the Cerna Hora brewery 26 September 2009.



> **The best club in the world is BERGHAIN in Berlin**

DJs worldwide have voted and as far as techno goes, there is little debate about where the centre of the universe lies at the moment: deep inside the vast vortex of 70 Am Wriezener Bahnhof, Berlin. Or **Berghain** and its upstairs Panorama Bar to be specific. Joel Mull believes it is "the **temple of techno and house on planet Earth**", whilst Paul Woolford lauds it as "a massive inspiration for anybody serious about house and techno culture". A colossus in every sense, the towering **former power station** has hosted just about every key name in techno. But whereas most clubs merely showcase them, Berghain hands its DJs the time, space and freedom to explore the full frontiers of their craft. A true **hedonists' playground**, no club on earth goes deeper, or longer, than the full Berghain/Panorama Bar experience at the moment. **Beginning at midnight and just about hitting stride at 10am every Sunday morning** in the Panorama Bar, it runs to the late hours of Sunday evening each week. "Words really cannot describe how good this place is but I will try," says Matt Edwards, aka Radio Slave. "It is the real deal, run by incredibly dedicated people who love music and understand what makes a club work. It really is a place where **you get lost in time and space.**"



I hope you enjoyed the above information.
 Until next time!
 Kind regards,
 Birgit Kraus