

## Burkhardt Leitner Modular Spaces at Euroshop

Burkhardt Leitner Modular Spaces at Euroshop, March 5 to 9, 2017

**At Hall 5, A21**

**Special exhibition Hall 5, Booth G42**

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Burkhardt Leitner Modular Spaces is to premiere at Euroshop 2017.

**For further information and high-resolution images please visit:**

**[www.bering-kopal.de/en/Presselounge](http://www.bering-kopal.de/en/Presselounge)**

## Burkhardt Leitner Modular Spaces at Euroshop 2017

**Creations featuring light and textiles – new products and innovative features –  
iF design award 2017 for pon media**



The new modular **pon media system** for all display and exhibition purposes features a new profile with a markedly more stable cross-section. Designed by Akin Nalça and winner of the iF design award 2017.  
Image: Max Leitner

The burkhardt leitner brand has chosen Euroshop 2017 to launch a new corporate design as well as to showcase additions and innovations to its systems range. “Our systems are the originals, designed according to the German Bauhaus and Ulm School traditions – the very essence of German design. This is how we will drive the future of the brand”, emphasize the managing partners of the newly-founded Burkhardt Leitner Modular Spaces GmbH, Akin Nalça and Alp Gümüş. At Euroshop 2017 the company is exhibiting expansive modular display systems that can be reconfigured and reused over and over again. Lighting and textiles play an elementary role in the bespoke designs. The new pon media system has already won the iF design award 2017.

### **pon media: self-supporting and ideal for all exhibition requirements**

Innovations include pon media, an addition to the light, delicate connector and rod system pon which facilitates the construction of extremely large self-supporting structures.

Pon media features a new profile with a more stable cross-section making it possible to span textiles in system grooves measuring 2.4 x 2.4 metres either adjacent or at 90-degrees to one another. Profile lighting, shelving and accessories can also be incorporated into the system, which according to Akin Nalça “is ideal for all display and exhibition purposes and presents an excellent one-stop solution thanks to its multi-purpose functionality”.

**Just developed and already the winner of a design prize**

Akin Nalça, entrepreneur and designer, is the inventor of pon media. The system immediately won an iF design award, a renowned design prize that came as a clear sign for the newly founded business at just the right moment. According to Nalça, the company will “continue the design philosophy inherited from Burkhardt Leitner whilst enhancing its future range of classic systems with innovative accessories and applications. This award provides fantastic recognition for us!” The overall look of the pon system range will be even more spacious and particularly emotive through the use of lighting.

**pila fabric: Fresh momentum for classic systems**

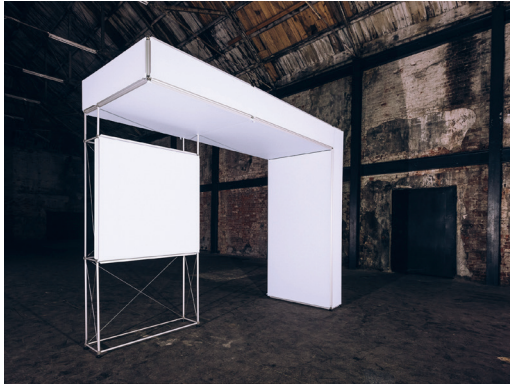
Illumination and textiles also play a new role in the classic system pila which is being showcased at Euroshop. Thanks to its extreme modularity, pila can be used to create complex, architectural structures and expansive self-supporting constructions even under extreme static stress. The system is used mainly for exhibitions, shops and outdoor spaces. New to the range is the pila fabric profile, which even allows textile elements to be added to existing system constructions without need for tools. Lighting and accessories can also be easily integrated providing a lively contrast to the static system.

**Guiding idea for Euroshop fair: space and possibilities**

Creating instant impact and atmospherics will be the future focus of the burkhardt leitner brand, as well as a “more intensive interaction with the surrounding space”, according to Akin Nalça. For the fair a new motto has been coined accordingly: “Space and possibilities”.

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**pon media** allows the creation of spacious communication areas that appear weightless. Fabric banners spanning 2.4 x 2.4 metres can be mounted next to one another, fitted into the system grooves along with illumination and other optional accessories.  
Image: Max Leitner



**pon media** stands for perfect precision in detail – as do all burkhardt leitner systems. The pon range consists of magnetized connector and rod systems, featuring an intelligent connector made of precision-case special steel and rods of high-strength yet elastic special aluminum alloy. This results in extremely high flexural strength yet very low weight. Diagonal stiffeners are fixed to the connector without the use of tools.  
Image: burkhardt leitner



A classic amongst the burkhardt leitner modular architecture systems, the pila range is distinguished by flexible and modular design principles and a wide variety of accessories and applications, allowing diverse applications in every field of temporary architecture. The new pila fabric profile allows textile elements to be added even to existing system structures without the use of tools. This photograph was taken in an old tannery in Istanbul. Image: Max Leitner



Elements from the pon media (cube) and pila fabric (frame) architectural systems with integrated lighting. This photograph taken in the old tannery in Istanbul demonstrates how adding lighting to modular systems enables them to blend into their surroundings, bringing the atmosphere to the fore. Image: Max Leitner

## "THANK YOU BURKHARDT, Burkhardt Leitner's 50 years in design"

A special exhibition at Euroshop 2017 dedicated to the life and works of Burkhardt Leitner



"THANK YOU BURKHARDT, Burkhardt Leitner's 50 years in design" – The newly-formed Burkhardt Leitner Modular Spaces GmbH is also exhibiting at Euroshop 2017 with a tribute to the designer and entrepreneur Burkhardt Leitner. This special exhibition is dedicated to Leitner's powerful 50 years of design innovation and provides an in-depth look at the development of modular architectural systems, virtually all of which have become classics defining the burkhardt leitner brand. The new company will continue the brand legacy whilst bringing new impetus to the brand. Image: Burkhardt Leitner Modular Spaces GmbH

Under the auspices of Messe Düsseldorf the lifetime achievements of designer Burkhardt Leitner will also be recognized in a special exhibition area. Burkhardt Leitner has dedicated 50 years of his life to the development of innovative modular architectural systems, earning himself a permanent place in German design history.

A personal and comprehensive tribute entitled "THANK YOU BURKHARDT, Burkhardt Leitner's 50 years in design" will be opened at 2pm on 5th March 2017 by Akin Nalça, Company Director of Burkhardt Leitner Modular Spaces GmbH und Andrej Kupetz, CEO of the German Design Council.

The exhibition concept was developed by Akin Nalça, a former business partner of Burkhardt Leitner who also became a longstanding friend. The newly founded Burkhardt Leitner Modular Spaces GmbH is a first-time exhibitor at the fair and Nalça wanted the special exhibition to be hosted at the same time. Together with his business partner Alp Gümüş, Nalça feels a responsibility for protecting and continuing the legacy inherited



from Burkhardt Leitner. As far as four years back he commented in the fascinating publication “Burkhardt Leitner: System Designer” (avedition 2013): “I have no doubt that whatever Burkhardt Leitner created as determining elements throughout design history will remain as a design classic in the future. I will always respect him as a master who taught me what I should do and what I should not.”

### **Companions**

Like his great inspiration Burkhardt Leitner, Akin Nalça is also an entrepreneur and designer. He first met Burkhardt Leitner at Euroshop in 1996, after which they became business partners and companions. As Akin Nalça recalls: „In every meeting we had since we met in 1996 Euroshop, one of Burkhardt Leitner’s sketches or patterns would remain vivid in my memory as the summary of what we talked about in these meetings with him. I will always keep those sketches created with artistic sensitivity and depth, as valuable objects from my past and a part of my personal archive“, explains Akin Nalça.

### **Discover Burkhardt Leitner**

Now visitors are presented with a unique opportunity to discover the designer and - possibly a lesser-known fact - artist Burkhardt Leitner at the exhibition. Items on show include objects that he designed specifically as “non-art”, modular and small-sized pieces that escape conventional classification and defined the corporate identity of his company at the time.

The exhibition can be visited in **Hall 5, Stand G42**.

Open Sunday March 5, 2017 – Thursday March 9, 2017 from 10am to 6pm

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Burkhardt Leitner's creations story as a pioneer in modular system design: Visitors to the exhibition at Euroshop will be taken on a journey to discover the beginnings and the history of the individual and brand Burkhardt Leitner. The image shows the designer and entrepreneur Burkhardt Leitner. "I have no doubt that the elements designed by Burkhardt Leitner will have a marked influence on the design of the future", said Akin Nalça, former business partner of Burkhardt Leitner and founder of Burkhardt Leitner Modular Spaces GmbH.

## About Burkhardt Leitner Modular Spaces



The founders of Burkhardt Leitner Modular Spaces GmbH, Akin Nalça (l) with business partner Alp Gümüş (r) will continue to develop the burkhardt leitner brand. Akin Nalça is connected to the entrepreneur and designer Burkhardt Leitner through long-standing friendship. Image: Max Leitner

**The burkhardt leitner brand enjoys an excellent international reputation for innovative, modular and temporary architectural systems specifically designed for trade fairs and exhibitions as well as for retail outlets, offices, museums and other public areas.**

Behind the brand is Burkhardt Leitner Modular Spaces GmbH, launched in 2016 under the management of designer and university lecturer Akin Nalça together with company partner Alp Gümüş, MBA, Industrial engineer. The team is following the legacy of the designer and company founder Burkhardt Leitner, sharing the same company philosophy whilst bringing new impetus to the brand.

Burkhardt Leitner Modular Spaces GmbH has been a member of the German Design Council foundation since 2016. The company has chosen 2017 to present itself to the public, also hosting a special Euroshop exhibition under the auspices of Messe Düsseldorf. The exhibition entitled "THANK YOU BURKHARDT, Burkhardt Leitner's 50 years in design" constitutes a personal and comprehensive tribute to the lifelong achievements of Burkhardt Leitner. Burkhardt Leitner Modular Spaces GmbH has been awarded the **iF design award 2017** for pon media, a modular architecture and display system.



Visit Burkhardt Leitner Modular Spaces GmbH online at:

<http://www.burkhardtleitner.com>

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Burkhardt Leitner Modular Spaces GmbH has a newly-opened Stuttgart showroom located at Olgastraße 138.

