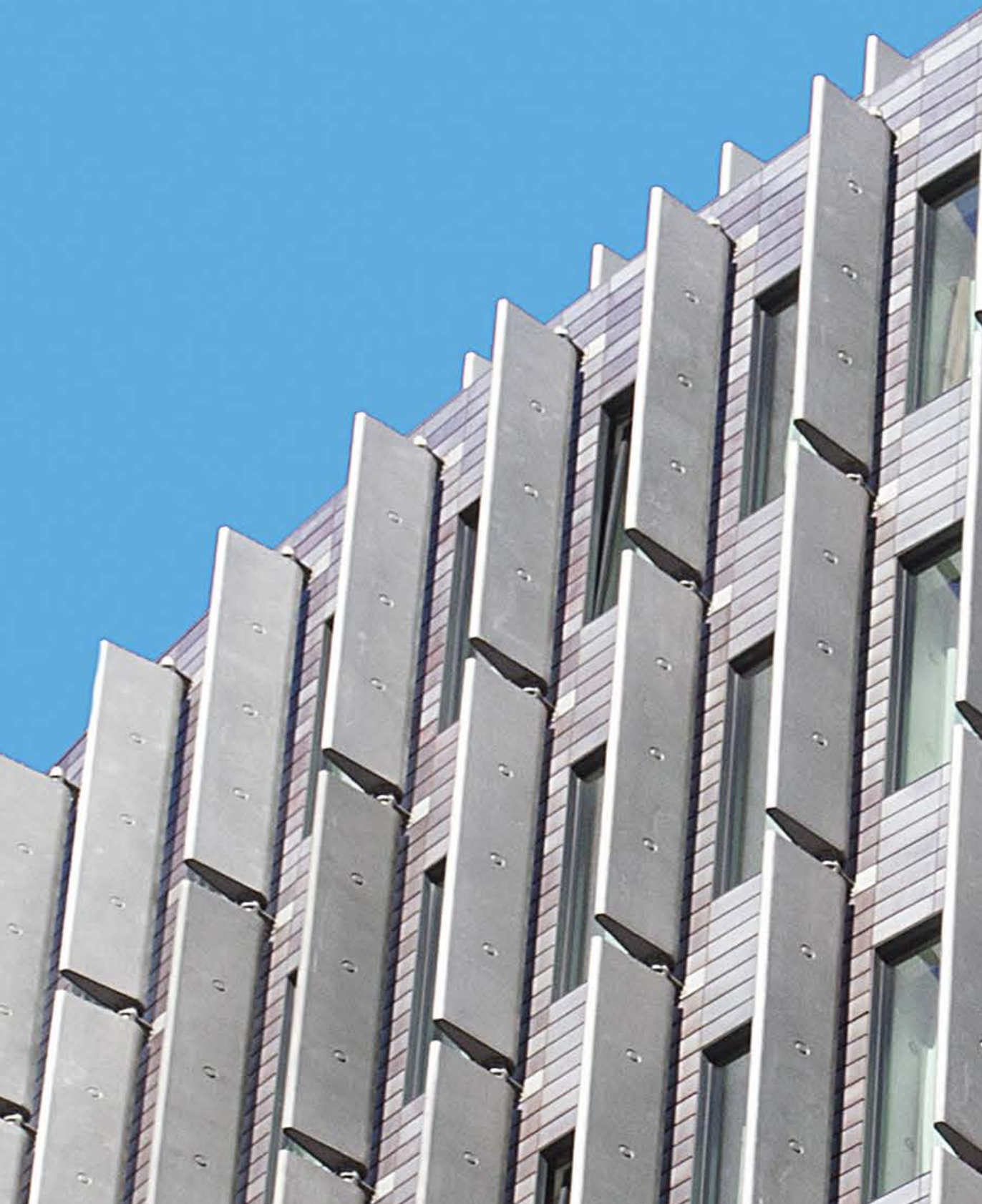
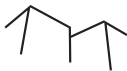


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URBAN

Look up.

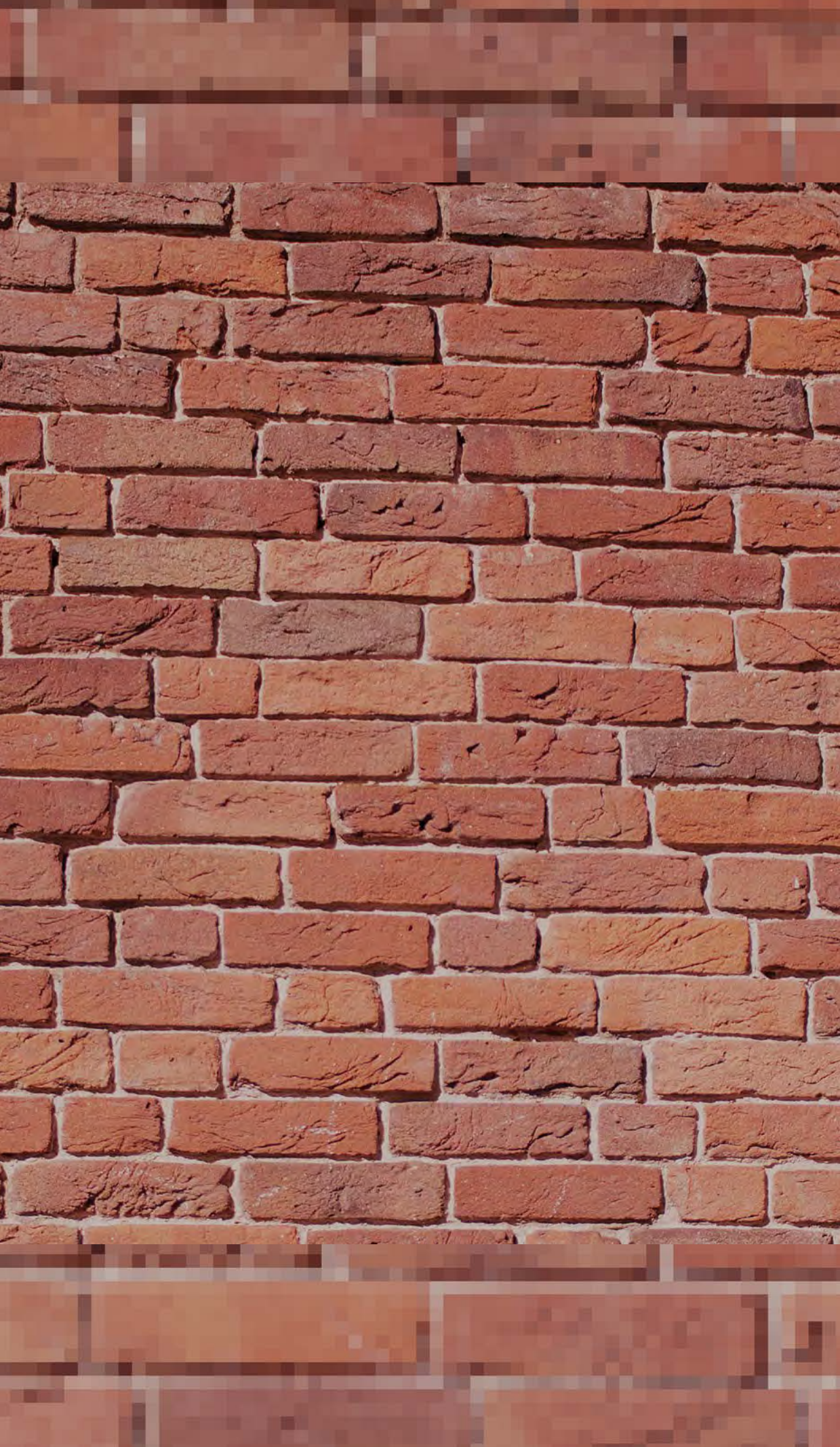
The best advice for anyone coming to Berlin is to look up. At street level the city is busy and messy; look up, and you will see Berlin for what it really is: a beautiful mishmash of old and new. Look up, and you will see awe-inspiring architecture. Look up, and you will see patterns and textures. Look up, and see the beauty in the details.

For Berliners old and new summer is the perfect time to (re)discover the city they thought they knew. Long days and even longer nights compel you outdoors and a hazy summer sun shines new light on familiar surroundings: where you once saw buildings you now see bricks and mortar. Where you once saw repetitive geometry you now see a glorious melody. Skyscrapers dance. Architecture sings. The details take the spotlight.

ic! berlin urban is a collection of 3d printed eyewear inspired by summer in the city.



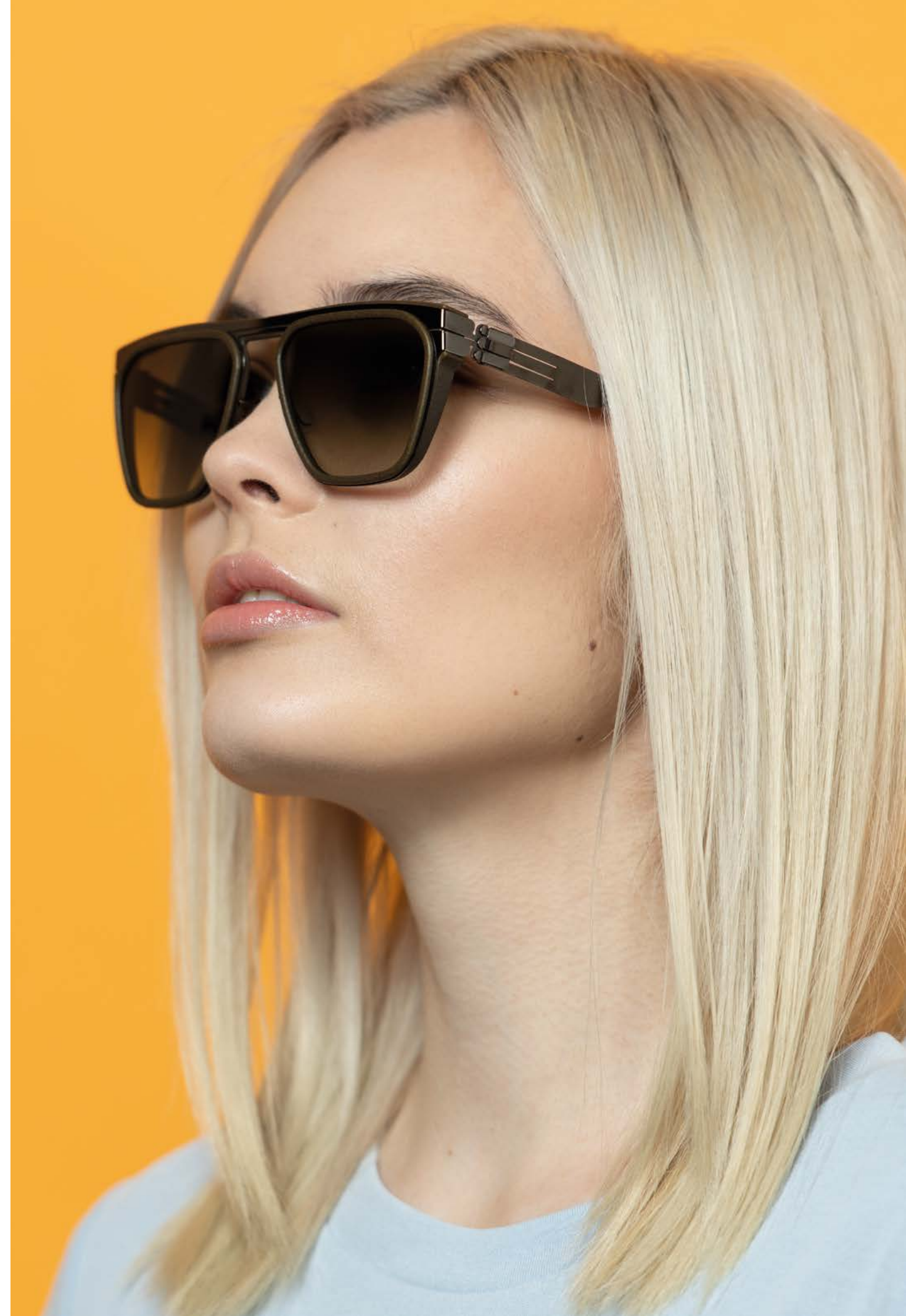
BROADWAY
PH0008



SKYLINE
PH0013

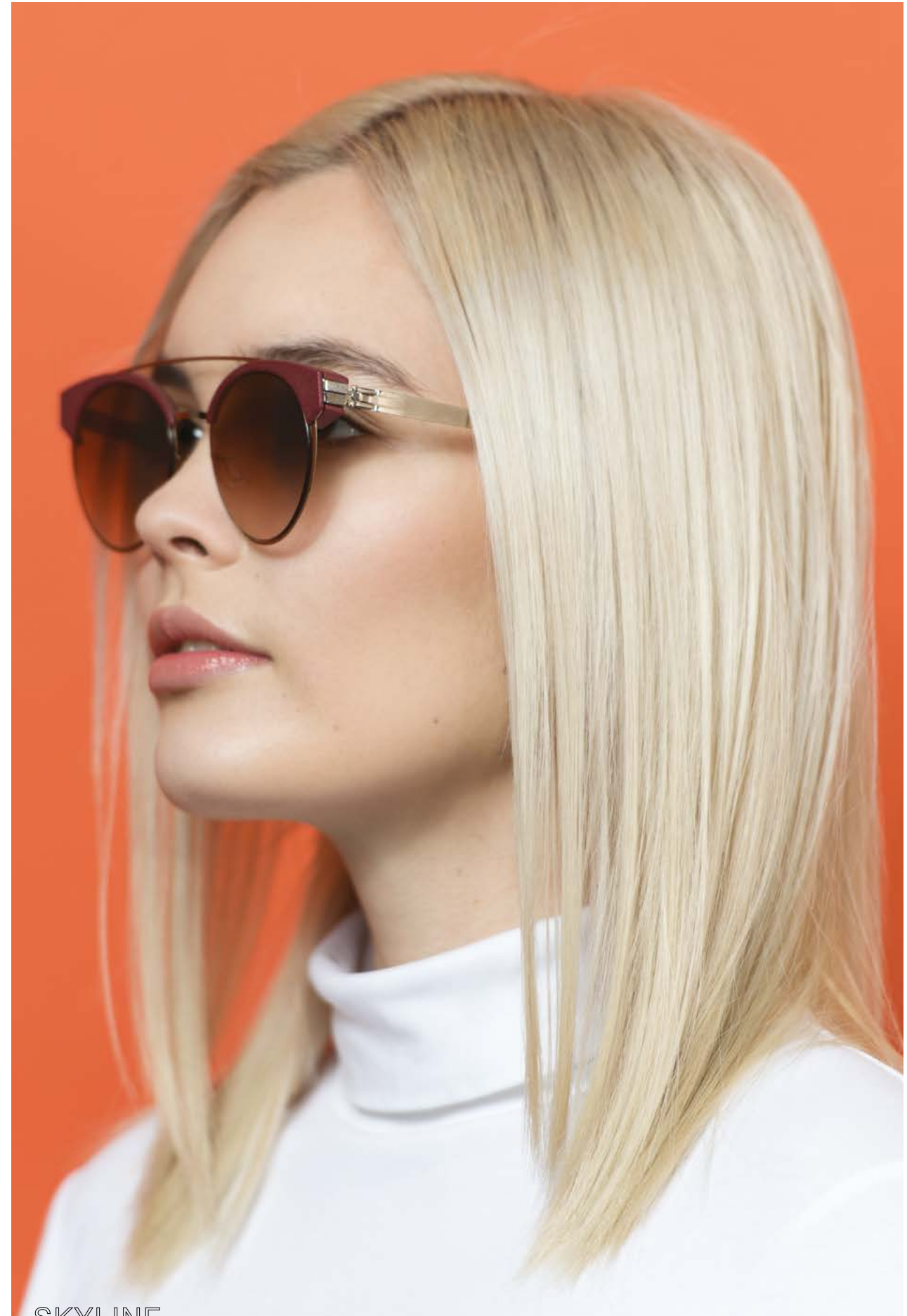
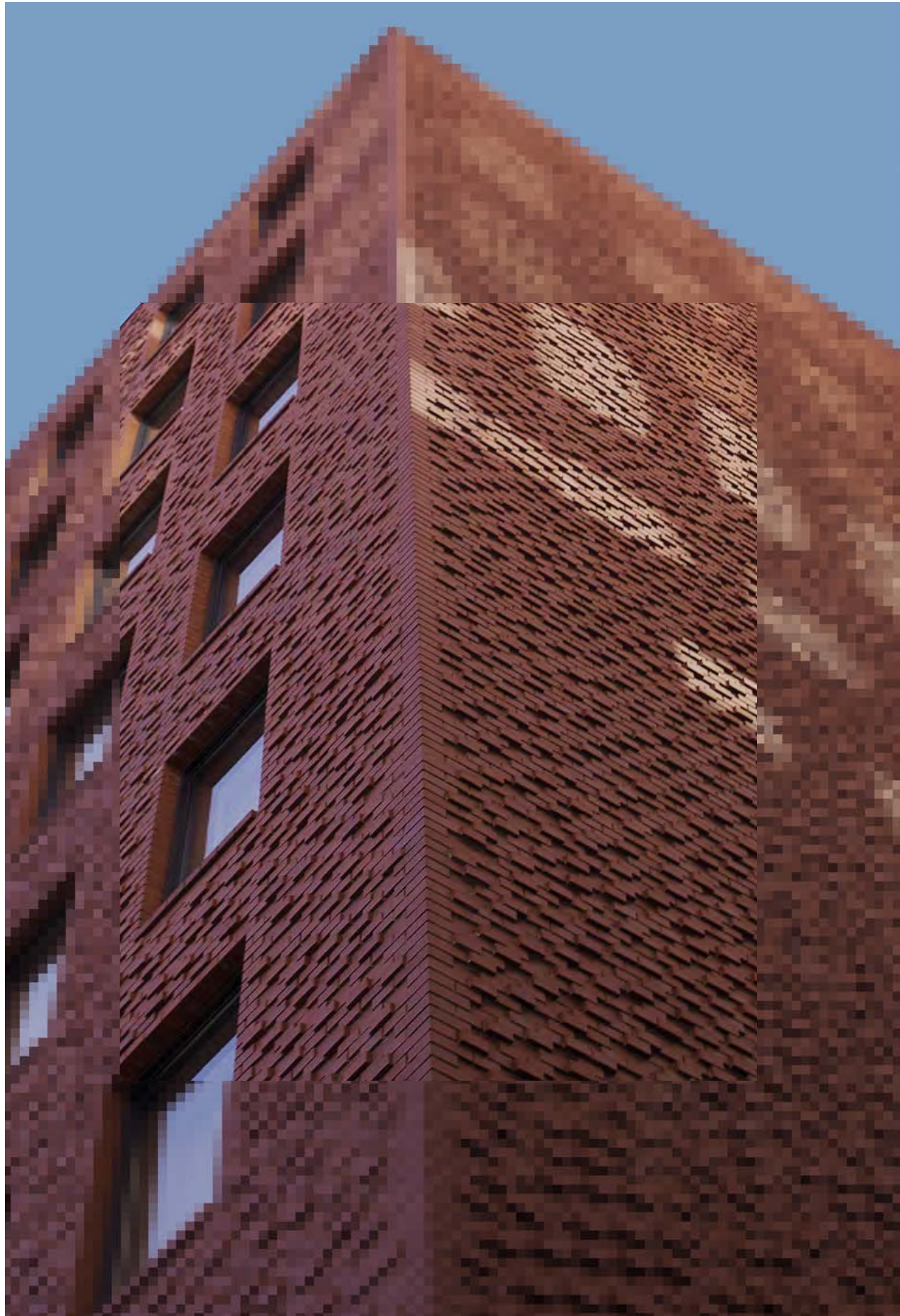


HAUPTSTADT
PH0011





BROADWAY
PH0008



SKYLINE
PH0013

MIDTOWN
PH0012



DYSTOPIA
PH0006



UTOPIA
PH0010





Midtown



Broadway



Skyline



Hauptstadt



Dystopia



Utopia



Credits

Art Direction

Sofía Postigo

Photography

Torben Geeck | *torbengeeck.com*
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Francesca Merlo

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Suvi F.
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Benjamin H.

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David Jakobs-Drona

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Wagemann Medien GmbH

Released

June 2018

Special thanks to Katrin and Denisa

www.ic-berlin.de/urban