

# Web goes Print goes Fashion

**Munich.** For issue 4 of “deinblick magazine”, the eponymous Munich publishing house has teamed up with “Stierblut”, the hip Fashion Store from Munich. Following a new cross-media approach, deinblick and Stierblut are proud to announce their cooperation for a competition one-of-a-kind. The competition winners will have the opportunity to see their own design both on the cover of deinblick as well as on men's and women's T-shirts in an exclusive collection for Stierblut.

The competition starts today with the artwork challenge: its topic is "Colour up your Life". Creative minds from anywhere in the world can submit their creative artwork. No more winter drabness, urban uniformity and daily grind - the monothematic strategy of deinblick will break the grey everyday life by mirroring all kinds of interpretations and associations of the next issue's topic dealing with colour.

Graphic designs, drawings, illustrations, typographical and mixed-media artworks can be uploaded to [www.deinblick.com](http://www.deinblick.com) until 13th March 2011. A combined deinblick/Stierblut jury will pick the top ten submissions which will be put to a public online vote. Three winning submissions will be printed on T-shirts for Stierblut's limited edition collection. deinblick magazine will present the winning designs both in their original format as well as printed on the T-shirts. The artists will be introduced with their artworks. On top of that, all winners receive € 200.00 in prize money and a shirt with their own design. The artwork with most votes will grace the cover of deinblick, which is due to come out on 21st April 2011.

The T-shirt collection will go on sale in Stierblut's Store in Munich's Sendlinger Strasse as well as in their brand new Online Store. Opening in April the Online Store will be a new multi-channel solution that aims to dynamically and internationally connect fashion- and lifestyle-conscious trendsetters. This year the leading trend and design shop is celebrating its 20th anniversary with a number of creative events and activities. The winning competition designs will be shown in the good company of well-known designer fashion.

Moreover, deinblick and Stierblut are collaborating on a promotion party which is planned to take place in the newly designed Stierblut Men's Store on 30th April 2011. Both the new collection as well as the latest issue of deinblick will be presented to the public on that occasion. The winning artists will have the opportunity to display their works in front of representatives of the media and art world.

## **Contact and sample copies available from:**

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**About deinblick:** The central motivation behind “deinblick” is to provide a stage and give a voice to everyone with an interest in photography, arts and writing. All authors are recruited online. Whatever they associate with the given topic of the magazine can be uploaded to create a genuine medium of mutual inspiration. With its user-generated and web-based concept “deinblick” is an international and multilingual print magazine providing one-of-a-kind insights that portray today's world.