

New logo for SPIEL

For 40 years, **SPIEL** (5–8 Oct) has been attracting board games fans from all over the world to Essen. With immediate effect, the event organised by Friedhelm Merz Verlag – a subsidiary of Spielwarenmesse eG – now has a new logo and a refreshed website to present a modern look.

The new logo, with its familiar tangram shape and colour combination, reflects the origins of the event. At the same time, a new dynamism and fresh colours are there to smooth the way to the future for the world's largest board game fair. Incorporating the name of the city of Essen directly in the logo is a sensible step, says Carol Rapp, Managing Director of Friedhelm Merz Verlag: "SPIEL is Essen and Essen is SPIEL. We want to show this connection and are working on ways to intermesh SPIEL and Essen still further."

The website, too, has received a new coat of paint. It can be accessed from 15 May at www.spiel-essen.de.

The new logo and more images are available at www.spielwarenmesse-eg.de/media.

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Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg-based company organizes the world-leading **Spielwarenmesse®** in Nuremberg, complemented by the services available on **Spielwarenmesse® Digital**. Its range also includes the **Internationale Spieltage SPIEL** gaming event in Essen, **Kids India** in Mumbai and the **Insights-X** in Nuremberg. Expanded coverage of the topic of licensing and collaborations comes with **BRANDmate** in Offenbach. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia and the USA. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. In addition, its subsidiary Spielwarenmesse Shanghai Co., Ltd. is responsible for the People's Republic of China. Its **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be found on the Internet at www.spielwarenmesse-eg.com.