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First Exhibition in Virtual Berlin – C/O Berlin Opens its Doors in Twinity

Art lovers from all around the globe now have free access to numerous exhibitions in Twinity's virtual Berlin. The first exhibitions to open in Twinity include 'wowe . Essence . Twenty-five Years of Portraits' and 'Jerry Berndt . Insight . Night Photographs' in the gallery C/O Berlin.

Berlin, 9 December 2008 – Metaversum, developer and operator of the 3D online world Twinity, today announced a cooperation with the cultural institution C/O Berlin – International Forum for Visual Dialogues. The cooperation will include the construction of a C/O Berlin presence in virtual Berlin, which will be a 1:1 replica of the real gallery's ground floor premises. Mirroring the real events being held in C/O Berlin, Twinity members will have the exclusive opportunity to view sections of the exhibitions completely free of charge in virtual Berlin, and discuss them with likeminded users from all around the world. The official opening of C/O Berlin's virtual presence in Twinity will take place on 12 December 2008.

At this event visitors will be able to view selected works from the photography exhibitions currently showing in the real C/O Berlin: 'Essence . Twenty-five Years of Portraits' (wowe) as well as 'Insight . Night Photographs' (Jerry Berndt).

"Our virtual presence in Twinity will bring our exhibitions to a far larger target group than was previously possible. The focus of our work lies on furthering young talent, which we will continue to promote through numerous events in virtual Berlin," commented Mirko Novak, PR Coordinator at C/O Berlin.

"C/O Berlin is the first address for all photography fans in Twinity. The concept of the virtual exhibition sits perfectly with our Twinity philosophy of experiencing real events in a virtual world, and thus adding a new and exciting dimension," added Dr. Mirko Caspar, CMO of Metaversum GmbH.

In future, regular exhibitions of new talent will be held in the virtual C/O Berlin. Visitors to virtual photography events will be able to indulge in a spot of art criticism with other visitors, discuss particular photographic works, and in the near future, they will even be invited to contribute their own works to competitions.

 C/O Berlin

 twinity
powered by real life

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The virtual world Twinity is currently in public Beta. Register for free membership at www.twinity.com and begin exploring the world today.

A digital press kit with logos and screenshots can be downloaded here:

http://partner.indigopearl.de/Metaversum_Press_Kit.zip

(This link is for editorial department use only)

Information on Metaversum and Twinity:

Metaversum develops and operates the **3D online world Twinity**. Twinity's vision is to link the real with the virtual world by building realistic replicas of the world's most vibrant cities in 3D. Berlin was the first city to launch with other international cities to follow soon. Twinity members can create a personal avatar, explore the virtual city, move into a 3D home, chat with friends, work, get creative, or just have fun together.

Twinity also offers businesses new ways of engaging with real people in real cities. Through virtual shops and branded presences, inworld ad campaigns, product placements, and sponsored events, Twinity lets you enter into a direct, emotional, digital dialog with your target group. Twinity is currently in public Beta. Founded in July 2006 and financed by leading venture capital firms, Metaversum has offices in Berlin, Kiev, and Singapore. More info at www.metaversum.com and www.twinity.com.

Information on C/O Berlin . International Forum For Visual Dialogues:

Since its inception 2000 in the former Royal Post Office (Postfuhramt) building, C/O Berlin has firmly established itself within the cultural landscape of Berlin-Mitte, near Museum Island and the government district. Through the energies and commitment of its three founders – photographer Stephan Erfurt, designer Marc Naroska, and architect Ingo Pot – a singular institution in Germany has been created, presenting a cultural program of international stature and quality. More info at www.co-berlin.info.

Do you have any questions or require additional material?

Your personal contact partner will be happy to assist you:

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