

## **Grand opening of the virtual museum CO.CAA**

**In cooperation with world-renowned designers, the internet and dialogue agency Cocomore, based in Frankfurt/Main (Germany), is opening a virtual museum for 3D-Design. Concurrent with the opening celebration of the museum on July 12<sup>th</sup> 2007, the first exhibition under the theme “virtual furniture” commences.**

Virtual universes and three-dimensional worlds in the internet possess the potential to lastingly change the usage of the internet. The internet does not any longer serve for the pure transfer and exchange of information, but evolves into a (desired) virtual image of the real world. Creativity and arrangements can be realized in virtual worlds by their inhabitants.

On July 12<sup>th</sup>, the Cocomore Center of Applied Arts (CO.CAA) starts the exhibition "virtual furniture" in the online-world Second Life. It presents a wide array of virtually created furniture. The CO.CAA on Cocomore beach in Second Life is accessible under <http://slurl.com/secondlife/Cocomore/183/183/22>.

Three designers of worldwide renown are heading the museum as curators: Fritz Frenkler, James Irvine, and Jasper Morrison. All three have been setting benchmarks in the world of design with the arrangement of objects of the daily life.

The CO.CAA understands itself as a platform, in order to seize trends in the virtual world and to use the knowledge also in the material world. The creations of the inhabitants of Second Life inform about the possible development of the Internets to a 3D-Medium as well.

Developing of a new online dimension becomes noticeable. Dr. Hans-Ulrich von Freyberg, managing director of the Cocomore AG says: "More people spend more time to engage themselves within virtual worlds actively. As a design-oriented company we would like to facilitate a focused artistic point of view of this development for enterprises in the CO.CAA."

Fritz Frenkler, who works in Japan and Germany, is convinced: "The shift of human time and attention to artificial worlds such as Second Life is a global trend. And it is not a one-way street."

The CO.CAA will host alternate exhibitions with different topics. Three of the objects included in each of the exhibitions will receive an award by the board of curators. The awards are endowed with 175,000 Linden Dollars (Linden Dollars – L\$ – are the official currency of Second Life; the current exchange rate with the US\$ is roughly 270 L\$ per US\$).

### **About Cocomore:**

Cocomore is a web and dialogue agency headquartered in Frankfurt (Germany). Cocomore creates communication and direct marketing solutions for clients such as Deutsche Bank, Nestlé, Procter &

Gamble, or Sanofi-Aventis. One of Cocomore's main competencies is the dialogue with customers through the internet. Thus, Cocomore builds and maintains websites and creates online campaigns. The company also produces multimedia content for clients such as RTL, R+V Insurances, T-Online, or OnVista.

**For more information please contact:**

Stefanie Konrad  
Cocomore AG  
Adalbertstr. 26  
60486 Frankfurt  
Tel.: 069 / 972 69-130  
Fax: 069 / 972 69-199  
Mail: [stefanie.konrad@cocomore.com](mailto:stefanie.konrad@cocomore.com)  
[www.cocomore.com](http://www.cocomore.com)

