

information 02/2006

qualified by bora.herke

Around 100 days to go until the first football will be kick off the World Cup 2006 – and for the ones who are into this game the arenas will be the center of the world. With 32 teams we will have 32 cultures and cliches comin together - a main part of the fascination for the matches.

Flashback. August 2005 - the qualifying matches for the 2006 World Cup are underway. To date seven countries have qualified. At the design show "Fresch," part of the "Tendence" exhibition in Frankfurt, bora.herke are displaying their project **qualified** for the first time.

Up until the opening of the World Cup in June 2006, bora.herke will create an individual, off-beat, artistic football for each qualifying country.

Spontaneously and simply conceived, each country's ball will be based on a key characteristic from the designers' point of view, designed with an ironic wink at the culture or the mentality of each of the 32 qualifying countries.

A playful look at the big game surrounding the small ball.

Leaving aside any discussion regarding whether football now has a cultural bearing or not, the bora.herke balls speak their own, quite individual language.

International and multicultural - as the 2006 World Cup should be.

facts:

- The footballs were made available by Adidas.
- The "Italy ball," coated with several layers of jet-black stone, was made by Svarovski based on an idea by bora.herke.
- The first seven balls from "qualified" were displayed in the exhibition "Ball im Kopf" in the Hamburg Museum for Applied Arts.
- Talks are currently underway regarding projecting giant images of the qualified-balls onto the Frankfurt Skyline during the World Cup.
- bora.herke is also collaborating with the "soulpatrol" music project and Compost Records on a separate world cup project.

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