



**THE LEVI'S® BRAND OPENS ITS FIRST EUROPEAN-BASED LEVI'S® WORKSHOP TO MARK GLOBAL LAUNCH OF 'GO FORTH' CAMPAIGN**

***Berlin Levi's® Workshop Celebrates the Craft of Screen Printing Through Educational Programming and Special Events***

BERLIN (July 7, 2011) – From July 7 until August 18, the Levi's® brand will open the doors to the *Levi's® Print Workshop* in Berlin. The Workshop is a community-based screen-printing space designed to facilitate creative production and collaboration. Located in Berlin's central core, *Mitte*, and housed in a temporary venue in the city's former mint 'Alte Münze' (Old Coin), the *Levi's® Print Workshop* celebrates craftsmanship and the city's vibrant creative community. The Workshop marks the global launch of the Brand's 'Go Forth' marketing campaign and continues its longstanding commitment of craftsmanship, community, and social progress.

***Levi's® Print Workshop – Celebrating the Craft of Printing***

The *Levi's® Print Workshop* will provide free screen printing equipment and supplies, offer a range of daily hands-on activities, as well as host a range of exhibitions and instructional workshops dedicated to the craft of screen printmaking. Based on the principles of craftsmanship, innovation, and the belief that there is meaning in every step of creating, the Workshop celebrates individual and collective passions and creativity of people from all walks of life.

Visitors to the Workshop will be able to use state of the art printing tools from the renowned specialist shop Rainer Schnell to create their own hand-printed T-shirts, postcards and digital artwork. The *Levi's® Print Workshop* is the fourth in a series of Workshops dedicated to the art of craftsmanship and follows on the success of print, photo and film workshops in San Francisco, New York City and Los Angeles respectively.

***Pioneers Immortalized in Berlin by Artist Vhils to Celebrate Launch of 'Go Forth' Campaign***

The Workshop will serve as a community-based extension of the Levi's® brand's global creative platform, 'Go Forth,' which pays homage to the pioneering spirit of the brand, acts as a rally cry to create positive change in the world today and celebrates today's pioneers who are taking action to build a new and better future. The Levi's® brand collaborated with young Portuguese street artist Alexandre Farto, aka "Vhils," to create a series of street murals that capture the faces of some of Berlin's modern day pioneers in a dramatic and poetic way. These pioneers serve as an inspiration for the city and embody the 'Go Forth' spirit.

Vhils has sculpted the portraits of pioneers Fadi Saad, Various & Gould, Joe Hatchiban and Sven Marquardt into major building facades dotted throughout Berlin. These Berlin-based icons, as well as others including film

director Ralf Schmerberg and artist and design collective Klub7, will exhibit their unique print interpretations at the *Levi's® Print Workshop* and showcase what Berlin pioneers are doing for their city.

The *Levi's® Print Workshop* will be open from Wednesday to Friday from 12.00-22.00 and on Saturday and Sunday from 11.00-21.00. "Alte Münze" is located near the famous Alexanderplatz on Am Krögel/ corner of Neue Jüdenstrasse, 10179 Berlin. For more information please visit [www.levi.com/printworkshop](http://www.levi.com/printworkshop) and Levi's® on Facebook. You can also follow the daily experiences from inside the workshop by following [@LevisPrintshop](https://twitter.com/LevisPrintshop) on Twitter or searching for #levisworkshopberlin.

### **About The Levi's® Workshops**

The *Levi's® Workshops* series was launched in Spring 2010 in San Francisco in conjunction with the brand's "Ready to Work" Go Forth campaign and continued on to New York during the Fall/Winter and Los Angeles in Spring/Summer 2011. *Levi's® Workshops* are designed to celebrate the American pioneering spirit and inspire communities across the globe to engage in creative collaboration for the common good.

### **About The Levi's® Brand**

The Levi's® brand epitomizes classic American style and effortless cool. Levi's® jeans were invented by Levi Strauss & Co. in 1873 and have since become one of the most recognized and imitated clothing items in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit [www.levi.com](http://www.levi.com).

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