

## PRESSE-INFORMATION

## Global Gate – a success story

Frankfurt – Dubai - Hamburg

Bramsche/Germany im November 2023

Senta Kespohl  
Heytex Bramsche GmbH  
Phone: +49 5468 7774 353  
Email: [senta.kespohl@heytex.com](mailto:senta.kespohl@heytex.com)  
[www.heytex.com](http://www.heytex.com)

The world's largest mobile work of art meets probably the most famous East Frisian: After stops in Frankfurt and Dubai, the Global Gate is now making a stop at Hamburg's Harvour at the Cruise Center Altona, with Otto Waalkes as the cooperating artist.

The sustainable work of art consists entirely of 37 recycled freight containers stacked on top of each other in the shape of the Brandenburg Gate. At over 20 meters high, the artwork is the largest mobile installation in the world and travels around the world. However, only the outer shell travels from place to place, as the partners of the respective cities provide the freight containers on site.

And it is precisely this outer shell with a surface area of 2000m<sup>2</sup> that is printed with solvent-free inks by Kürten & Lechner GmbH - KL Druck from Bergisch Gladbach on recyclable outdoor textiles from Heytex in Bramsche/Engter.

In the print, Otto presents his art in various formats and styles. He reinterprets famous works of art history - such as Jan Vermeer's Girl with a Pearl Earring. Of course, the Ottifants are not to be missed here either.

The Global Gate was first set up at Frankfurt Airport in 2020 and clad and printed with the Heytex material ecotex® frontlit B1, the first in a series of 100% PVC-free, sustainable and environmentally friendly textiles.

The Global Gate will remain in Hamburg until mid-November 2023, after which it is still open.

### About Heytex

*About the Heytex Group: Since 1913, the Heytex Group has been one of the world's leading manufacturers in the development of high-quality and functionalized technical textiles and produces these with more than 550 employees at five production sites on three continents in Bramsche & Ebersbach-Neugersdorf (Germany), Nijverdal (Netherlands), Zhangjiagang (People's Republic of China) and in Pulaski (USA). Whether laminated or coated textiles, truck tarpaulins, large-format digital printing of advertising banners or cutting-edge technological products such as biogas membranes: outstanding technical expertise, first-class customer service, the consistent use of state-of-the-art production facilities, uncompromising quality standards for every single product, an increased focus on*

*sustainable solutions and the worldwide availability of our products are the unifying elements of all Heytex Group companies.*

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Foto: Timo Neuschele

PR Reference:

[https://www.ndr.de/fernsehen/sendungen/hamburg\\_journal\\_1800/Meterhohes-Kunstwerk-von-Otto-Waalkes-an-der-Elbe-in-Hamburg.hamj140230.html](https://www.ndr.de/fernsehen/sendungen/hamburg_journal_1800/Meterhohes-Kunstwerk-von-Otto-Waalkes-an-der-Elbe-in-Hamburg.hamj140230.html)

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