

Press release

12designer grows in Europe: France and Italy, new markets

Berlin, February 4th 2010: 12designer, the online market for design projects as creative competitions, opens two new versions in French and Italian to attend next expanding markets.

English and Spanish markets were the first steps of 12designer out of Germany. Our platform for design crowdsourcing showed to a wide European community the big advantages of this brand new business model; and now it's time for two new countries. Therefore, **12designer steps in the French**

and Italian markets with two new web

versions in those languages, in order to offer new crowdsourcing possibilities to enterprising companies or persons.



Under the responsibility of **Amandine Hach** and **Sara Mamedi**, the new versions will broad significantly the chances for European creatives of winning new clients, renewing their portfolio and striving into the new way of understanding design and creativity; a successful new way, as seen in 12designer's first year, with more than 500 projects and 3800 registered creatives.

Eva Missling, CEO and 12designer founder:

“Opening our market offer will represent a big advantage for everyone; for clients

(because they will find more and better design proposals) and as well for creatives, because they will achieve more projects. That's why we are market leaders in Spain in just six months, and we do expect the same success with our new versions, expanding therefore a brand new phenomenon that is modifying all communication patterns between clients and creatives: crowdsourcing.”

About 12designer

Online marketplace where offers and demands of design work meet. Logos, visit cards, commercial banners, websites: clients post their projects and set a price, designers send their proposals in an open competition and client buys the one he/she likes most. Founder is Eva Missling, and 12designer is the first business developed by Grupo Intercom in Germany. German version was online in March 2009 and Spanish version in June 2009. The 12designer team works in Berlin and Barcelona.

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