

Press Kit



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noovee.com my metropolitan guide

Launch of a new travel and lifestyle portal
for the trend-conscious city traveller

noovee.com - my metropolitan guide is a new international travel and lifestyle portal for modern, discerning individuals who place a high premium on style and authenticity.

At noovee.com local scouts report on the newest and most exciting trends in their own hometowns. Not only do they describe hotels, restaurants, cafés, bars and clubs, but they also point out the special, lesser known features of each district - boutiques and playgrounds, galleries, as well as beautiful parks, interesting residential blocks and noteworthy architecture.

Starting with Amsterdam, Barcelona, Berlin, Chicago and New York City, noovee.com plans to expand into a large-scale and international information platform for trend-conscious city travellers.

Further destinations will be added in 2008: London, Madrid, Paris, Riga, Stockholm, Copenhagen, Vienna, Milan and Budapest.

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Design, Style and Individuality

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On noovee.com travellers can find recommendations in eight different categories which are suitable for any budget and every occasion:

sleep
eat
drink
dance
shop
nature
relax
see

The featured locations can also be chosen according to the user's personal requirements. Be it glamour, deluxe and business or cheap& chic, kids and romance - each tip is selected according to three criteria: design quality, style and individuality.

comfortable accommodation – from stylish B&Bs to five star hotels
that special restaurant – from snack stands to Michelin starred restaurants
trendy bars – from extravagant cocktails to a bottle of beer
cool clubs – from punk to jazz
unique shops – from haute couture to second hand
exciting art – from video exhibitions to Botticelli's masterpieces

Travellers are given a chance to explore a city off the beaten track, away from the usual tourist traps, and to get to know it from the point of view of the people who actually live there.

The scouts update "their" destinations on a regular basis, thus providing a dynamic picture of their district, their city.

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Lifestyle Travel Portal with Video Content

In addition to the first-hand recommendations, an increasing number of brief video clips of the more exciting personalities in the arts and culture scene will be provided. Interesting video portraits of hotels, bars, restaurants and the particular flair of each “neighbourhood culture” are already an important part of noovee.com.

Additionally, anyone visiting the website will also be able to register with the noovee community and exchange experiences with other members, as well as to share their own tips and videos.

noovee.com is
metropolitan
up-to-date
independent,
modern
authentic
sensual
communicative

noovee.com is the new lifestyle travel portal designed for the trend-conscious travel community.

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The Team



Foto: Alexander Laljak

From left:

Arndt Apitz, Head of Distribution
Daniela Terberl, CEO, Chief Editor
Uwe Riediger, Consultant Finance
Tom Hulan, Art Director

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The Management

Daniela Terberl (Dipl. Film and Television Studies) is the company's CEO. She devised the concept of noovee.com, is responsible for the editorial staff and the development of the website's online community. Before studying at the Potsdam-Babelsberg College of Film and Television she worked as a producer for several local and international film companies, such as Constantin Film, Bavaria Entertainment and Boje Buck Production, helping to produce titles such as "Asterix and Obelix against Caesar", "Prince Valiant" and "The Little Vampire". She is also credited as director, producer and executive producer in numerous feature films and documentaries. She founded noovee media GmbH with her partner in January 2007, and also tutors at the L4 Academy for Digital Communication in Berlin on a regular basis.

Arndt Apitz is head of distribution. His years of experience at major international companies such as Pepsico, Geobra Brandstätter (manufacturers of Playmobil) and Hertz have given him invaluable expertise in retail and account management. As well as his role at noovee media GmbH he works as a freelance consultant for the mobile phone company O2:

Tom Hulan is responsible for the design and layout of the company's website. An experienced web designer who has helped to develop numerous online community portals, he possesses a profound understanding of internet technology and practices. He and his business partner have run the design studio blackjune™ since 2002. Awards: Nominated for the i-vent Award 2003 and 2004, TBD BestDesign Award 2007, featured in webdesignindex07's "1000 Best Web Sites".

Uwe Riediger is a consultant for the noovee media GmbH.

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The History

The founders of the company, Daniela Terberl und Arndt Apitz, are partners both in business and in private life. Their shared passion for exploring the major cities of the world inspired them to undertake the joint project noovee.com.

As parents of two young children, they don't get to spend a great deal of time alone, and as is the case with so many other parents, any romantic getaway has to be planned well in advance. But when it came down to looking for a fun holiday on a cheap budget, they and all the other more adventurous travellers had to trawl through hundreds of websites, forums and online communities, trying in vain to discover some more exciting and original places in their city of choice; places which the usual tourists would know nothing about. The guide book was already out of date and offered little by way of individuality. "After a while we decided to create noovee, because looking for original travel destinations shouldn't have to be so difficult!" says Daniela Terberl, CEO of noovee and mother of 6-year-old Zoe and 17-month-old Nick.

18 months later, having successfully gained investment and recruited a creative team based around the world, noovee.com went online, showcasing a carefully chosen selection of attractive locations in five of the world's major cities.

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The Company

noovee.com – my metropolitan guide is an international travel and lifestyle portal for discerning and modern individuals who place a high premium on style and authenticity.

Local scouts report from their own cities on the latest trends in hotels and restaurants, nightlife and shopping. Brief video clips show not only the highlights of a given city, but also present interesting personalities from the arts and culture scene. In addition to the text area, users in the noovee community can also share their own tips and videos, as well as exchange experiences with other members.

The company's goal is to expand noovee.com into a large-scale, international information platform for trend-conscious city travellers.

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