

Exhibition Takeover: Art, music & community meet in Helga Paris's landmark exhibition

Berlin, 19.08.2025 – IFA Berlin, the world's largest event for home and consumer technology, and Fotografiska Berlin, The museum of photography, art & culture, present a unique cultural evening: Exhibition Takeover, where art, music, and cocktails converge inside the current exhibition 'Helga Paris, für uns'. The event takes place on **6 September 2025 from 19:00 to 23:00 inside Fotografiska Berlin's exhibition hall.**

Since this year, IFA Berlin and Fotografiska Berlin have been partnering with the aim of combining innovation, design and creative expression – from the *Emerging Berlin* exhibition series to the Berlin Connect networking event and the joint panel discussion on the IFA Creator Stage.

Helga Paris – für uns

This immersive experience invites guests to engage with the powerful photography of Helga Paris, whose work offers a human-centered view of life in the GDR. Through honest, raw, and intimate photography, Paris captured the stories of individuals living within the collective system of East Germany.

Paris photographed houses and street views but also factory workers, garbage collectors, children, and ordinary citizens. Often invisible to the public eye, her subjects gain dignity through her lens, becoming worthy of art. She portrays them with deep respect, integrity, and empathy. By focusing on personal stories, she invites viewers to connect more intimately with the people she saw, as they were.

Her photography offers a gentle reminder that history is not only shaped by politicians and those in power. It unfolds in everyday life – on the streets, in factories, and in bars. It is written by individuals, each carrying their own struggles, hopes, and fears.

Music acts

The evening is brought to life by a special DJ set from **Eva Be**, a Berlin-based DJ and producer, known for her influential role in shaping the city's underground club scene since the mid-1990s. Born and raised in East Berlin, she built her sound at iconic venues like Delicious Doughnuts, WMF, Watergate & Panorama Bar blending dub, house, and breakbeat influences. A former Sonar Kollektiv artist with releases on labels like Poker Flat and Best Works Records, Eva is also one half of LoYoTo. Her sets reflect a deep connection to Berlin's past and present — rooted in emotion, rhythm, and experimentation. Her set will weave together memory and rhythm, echoing the stories captured in Paris's photography and reactivating the emotional landscape of a once-divided city.

Joining Eva is a DJ set opener by **Cle**, a West Berlin born influential DJ and music producer. Since the late 1980s, he has significantly shaped the city's electronic music scene. He began his career around 1989 at Berlin's "Fischlabor" – one of the first techno venues after the fall of the Berlin Wall. He was a resident DJ at legendary Berlin clubs such as Tresor, Planet, and E-Werk. In 1998, he

founded the duo Märtini Brös with Mike Vamp, which gained international attention with its mix of electronica and pop. Cle is also part of LoYoTo, a project together with DJ Eva Be.

Guests will enjoy:

- Access to the 'Helga Paris - für uns' exhibition throughout the evening, including access to all on view exhibitions
- A live DJ set by Eva Be and Cle inside the exhibition hall
- A multi-sensory atmosphere blending photography, sound, and community
- Access to mobile bar drinks

A limited number of spots can be secured upon request: activation@ifa-management.com

Tickets for the general public are available [here](#).

This *Exhibition Takeover* reimagines how we connect with history – through movement, music, and shared presence.

About Fotografiska

Fotografiska is the contemporary museum of photography, art and culture. With locations in Stockholm, Berlin, Tallinn and Shanghai, Fotografiska exhibits world renowned artists as well as local, emerging talent. Exhibitions change almost every month to continuously inspire new perspectives. From its restaurant and bars to its parties and talks, the museum offers a social and cultural experience – open late every day, from 10:00 to 23:00. www.fotografiska.com/berlin

About IFA Berlin

IFA Berlin is the world's leading event for home and consumer technologies and celebrates over a century of innovation. Since 1924, IFA Berlin has been the leading global platform where technology leaders, innovators and industry experts come together to showcase groundbreaking products and shape the future of consumer electronics. The event takes place every year in September in Berlin.

Further information on IFA Berlin 2025: www.ifa-berlin.com

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