

SEP 01, 2017 07:45

# DARING BUNGEE JUMPING

## AT THE PARNDORF FASHION OUTLET, AUSTRIA



F.i.t.r. synchronised high diver Fabian Brandl, Miss Burgenland 2017 Margot Pölz, world champion boxer Eva Voraberger, Tim Tom Norden (Thomas Seikmann, owner representative and Managing Director of the Parndorf Fashion Outlet), actress and entertainer Ulrike Kriegler, and Olympic snowboarding champion Julia Dujmovits. Image: Parndorf Fashion Outlet/Philipp Hutter

**On 24 August 2017, a bungee jumping event took place during the big late night shopping event at Parndorf Fashion Outlet in support of St. Anna children's cancer research.**

As part of "Kunst-Bungee-Sprünge" [Art Bungee Jumps], numerous Austrian athletes and artists designed canvas paintings on the floor by performance artist Tim Norden. With paint tubes in their hands, the celebrity participants as well as the artist himself took the plunge and created exclusive Pop Art picture series, which will be auctioned off in September for the benefit of St. Anna children's cancer research.

**3... 2... 1... Bungeee!**

On the occasion of this year's late night shopping event on 24 August, numerous brave celebrities from the worlds of sport and entertainment came together at the Parndorf Fashion Outlet.



World champion boxer Eva Voraberger. Image: Parndorf Fashion Outlet/Philipp Hutter

Well-known VIPs (including world champion boxer Eva Voraberger, synchronised high diver Fabian Brandl, actress and entertainer Ulrike Kriegler, Olympic snowboarding champion Julia Dujmovits, Miss Burgenland 2017 Margot Pölz as well as the goalkeeper Jasmine Pfeiler and team physician Dr Octavian Ilow of the women's national football team) jumped headlong from a height of 65 metres with paint tubes in their hands – and all for a good cause. In the course of the “Art Bungee Jumps”, the canvases on the ground by the artist Tim Norden were sprayed with paint, resulting in unique works of art.

World champion boxer Eva Voraberger was enthusiastic: “It was very important for me to support children's cancer research with an art jump, and I'm very glad that we've made a series of really great pictures.”

Synchronised high diver Fabian Brandl was also happy with the project's message: “It was a great event. I'm always thrilled about something like this. Such action events where you do something good yourself are always great.”

Ulrike Kriegler, entertainer and actress: “It was ‘super-ultra cool!’ It was good that so many people were watching; otherwise, you wouldn't be so inclined to jump. That it's for a good cause makes it absolutely fantastic.”

Margot Pölz, reigning Miss Burgenland: “For me, the jump for children's cancer research was an affair of the heart, so it could have been twice as high and I would still have done it. I had respect, but it was definitely worth it.”

Julia Dujmovits, Olympic snowboarding champion: “It was an exciting day and a successful event. We created very artful works together and are glad to be supporting St. Anna children's cancer research.”

Jasmine Pfeiler, goalkeeper of the women's national football team: "I liked the jump itself very much. It took a little effort to face it, but I would do it again."

Team physician Dr Octavian Ilow: "It's great to be able to use such a fun event for a good cause and hopefully generate a lot of money for children's cancer research. For me personally, it was a fantastic event, which I would be happy to repeat."



F.l.t.r. Tim Tom Norden (Thomas Seikmann, owner representative and Managing Director of the Parndorf Fashion Outlet, synchronised high diver Fabian Brandl, goalkeeper of the women's national football team Jasmine Pfeiler, and team physician Dr Octavian Ilow. Image: Parndorf Fashion Outlet/Philipp Hutter

In addition to the celebrity jumpers, shopping enthusiasts and sports fans were also excited about the charity event and followed the "art jumps" up close. The works of art that were created will be auctioned off in September in collaboration with a gallery.

Tim Tom Norden (Thomas Seikmann, owner representative and Managing Director of the Parndorf Fashion Outlet), was also thrilled with the results: "We're very pleased that so many people came and that they enjoyed the bungee jumping so much. That turns shopping into a real experience.

Entertainment is becoming more and more important, and we want to promote that. We're in the middle of the construction phase and the first renovation measures have already gone very well. Several new connections are being made between the individual buildings, and the next phase will be completed and opened in mid-November. Since July, we have also had the first H&M outlet on the European mainland, which has been very well received. It was a great event and we're looking forward to repeating it again next year."