



Media Information  
13 October 2010

## **MINI launches collaboration with international design fair BLICKFANG.**

### **The curtain-openers are the shows in Vienna and Zurich.**

**Munich.** With immediate effect, MINI is the premium partner of the design fair BLICKFANG. Signalling the start of this long-term collaboration are the shows in Vienna (15–17 October 2010) and Zurich (19–21 November 2010). As of 2011, the brand will also be represented in Stuttgart and Basel. Through this premium partnership MINI is adding another facet to its commitment on behalf of creative young designers – taking centre stage at these international events are innovative design and forward-looking ideas.

The BLICKFANG design fair has provided a platform for up-and-coming young talent in the field of furniture, fashion and jewellery design since 1993. Today, each of the four locations – Vienna, Zurich, Stuttgart and Basel – has between 150 and 220 designers presenting and selling their latest collections, answering questions on their work and advising visitors face to face. This lively dialogue lends the fair an authentic ambience that is highly appreciated not just by the experts attending but also by the end consumers. “Blickfang is a fair for individualists. This is where the designers of the future come together. Their concepts are bold and innovative – just like those by MINI,” says Dr. Wolfgang Armbrecht, Senior Vice President Brand Management MINI. He adds: “The young designers come up with unique products that are outside the mainstream, and that kind of authenticity is also important to the MINI brand. Our aim is to promote the exceptional.”

Further information on the BLICKFANG fairs is available at [www.blickfang.com](http://www.blickfang.com).

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