



Presse-Information  
29. September 2009

### **Creative talents from around the globe design the MINI Calendar 2010.**

#### **Arty MINIMALISM.**

**Munich.** With the backing of international artists and graphic designers, MINI presents a unique wall decoration that will delight not only committed fans and collectors: the MINI Calendar for the year 2010 is the proud upshot of the MINI Space Design Competition. MINIspace.com is a social network for creative people from all fields who share a passion for creativity.

The calendar has been conceived under the motto MINIMALISM. For MINI, this term means enhanced efficiency, a reduction in harmful exhausts and lower CO<sub>2</sub> emissions. Members of MINI Space were called on to send in their artistic take on MINIMALISM. Part of the challenge was to integrate the silhouette of the MINI in their design. The calendar presents the 12 highlight designs selected from more than 4,000 entries submitted to MINIspace.com. The winning designs hail from a range of countries and continents, including South Africa, Thailand, Mexico, Britain, Romania and many more. The innovative designs range from a MINI variant of the classic arcade game Space Invaders, to finger shadow play, all the way to a MINIMALISM stencil. The distinguished jury comprised the MINI design team headed by Gert Hildebrand.

The calendar, costing 21 euros, will be available as of October 2009 from [www.MINI.com/shop](http://www.MINI.com/shop) and select MINI dealers. This collector's item measures 58 cm x 53.5 cm.

#### **About MINI Space.**

The MINI Space internet platform is an urban initiative by MINI that revolves around creative projects, competitions and events. It is rooted in the fundamental idea of the "Creative Use of Space". At its core is innovative design, in keeping with MINI itself. The aim of this network is to bring creative people and projects together.

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# MINI

## Presse- und Öffentlichkeitsarbeit



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To find out more about the "Creative Use of Space" and the people involved, please visit [www.MINIspace.com](http://www.MINIspace.com).

Further information on MINIMALISM is available at [www.MINI.com/MINIMALISM](http://www.MINI.com/MINIMALISM).

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