

## “Wash Me”. Ten MINI. Ten artists. On the 50th anniversary of MINI, MINI Switzerland is launching the book “Wash Me”, with 100 pages of art on the MINI.

It's tempting to write “Wash Me” on a dusty car. To make your mark on a fogged windscreen with your finger is irresistible. Routine situations like this were the inspiration for this book says Nico Ammann, Art Director and photographer of the book, which MINI Switzerland and BMW Corporate Communications (Switzerland) AG created together.

MINI is design classic and lifestyle, individual art object and functional car all in one. That is why art has always been a part of the MINI brand. Reason enough to look to the future and to excite MINI enthusiasts as well as fans of design, art and photography with a volume of photographs.

Under the direction of Oliver Aeschlimann (Corporate Communications, BMW Switzerland AG) a diverse 100 page book has been created which won't only be of interest to MINI fans. The works that were created are extremely varied. They have only one thing in common: None of the ten artists ever worked with the car as medium before, and each transformed it into a piece of art by cleaning, spraying, leaving blank and scratching out.

The following artists and authors contributed to the book project with their work: Smash137, Dieter Meier, Fabian Bertschinger, Marisa Pichler and Gigi Burn, Tika, Euro, Aurel Sack, August, Rémy Jaccard and Stefan Ege, and Seak. Alfredo Häberli (designer) illustrated 2 sketches and wrote a text as preview. Michèle Roten (author and journalist) and Prof. Dr. Jacqueline Otten (ZHdK) also contributed creatively to this book with their texts which will be released at the beginning of November.

**Further information on the book at [www.washme.ch](http://www.washme.ch) or**

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