



Media Information
April, 2010

"Sustainable Design: Fact or Fantasy?"

BMW Group Design Talk Villa d'Este 2010

Concorso d'Eleganza, Lake Como.

Munich/Como. "Sustainable Design: Fact or Fantasy?" will be the theme of this year's BMW Group Design Talk Villa d' Este 2010 taking place on Sunday April 25th. For the eighth time, the BMW Group will initiate this high-calibre event at the Villa D' Este at Lake Como within the framework of the Concorso d'Eleganza, to which a number of international journalists and exclusive guests have been invited. This year the Design Talk will be hosted by journalist and 3sat-TV presenter Gert Scobel. The discussion will focus on the themes of sustainability and design.

Internationally renowned guests will once again be taking to the stage:

Alice Rawsthorn is the design critic of the International Herald Tribune and a columnist for the New York Times Magazine. She is described as the "Grande Dame of design critics".

Ian Cameron, Design Director Rolls Royce Motor Cars, studied behavioural science at Aston University for one year, in addition to automotive and industrial design. Since 1992, he has worked for the BMW Group design department.

Aaron Koblin is an artist who focuses on data visualisation. His work deals with cultural trends and newly emerging paradigms based on social and infrastructural data. He is the Tech Lead of Google Creative Lab in San Francisco.

John Picard, Founder of Picard & Associates, is one of the leading intellectuals and building contractors of sustainable living environments. As a founding member of the Green Building Council he transforms his innovative ideas into architecture and leads numerous businesses into a "green" future.

For 80 years now the Concorso d'Eleganza at the Villa d'Este has been one of the most exclusive events bringing together fans and connoisseurs of historic vehicles and automotive collectors' items from all four corners of the world in an unique ambience at Lake Como. This year it is being held from Friday 23rd to Sunday 25th April.

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Information regarding the Concorso d'Eleganza:
<http://www.concorsodeleganzavilladeste.com>

Information regarding BMW Group cultural activities:
www.bmwgroup.com/culture

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