



future concept investigators

PRESS RELEASE

## The *Brain of the World* Project looking to set up headquarters in Catalonia

**Promoted by the Catalan company NBOWM, this project initiative aims to provide a meeting point for expertise.**

Barcelona, April 2007 - Use expertise to think about what society will be like in the future and how to live in a better world is the *Brain of the World* motto. This project was conceived by the NBOWM Studio, based in Igualada, near Barcelona, and is currently seeking a location in Catalonia to set up operations.

This new “meeting point” aims to bring together professionals from different disciplines, so they can carry out pure research and thus detach themselves from academia in order to apply their research to the business environment.

“We want to bring the world’s leading thinkers in the fields of science, philosophy, technology and the arts to Catalonia to work on practical solutions rather than merely write reports,” explains Pep Valls, the project’s promoter and NBOWM’s managing director. “It’s a question of using expertise to form an intellectual and ideological base to pass onto the business environment while keeping an eye firmly fixed on the future and a better world.”

Open to all kinds of professionals, the *Brain of the World* Project has already been showcased at the main universities and institutions associated with innovation and the business world in Catalonia and was very well received.

This new centre of expertise will be housed in a building designed by the Catalan company EQUIP Xavier Claramunt. The building will consist of two towers which will both feature laboratories, auditoriums, multi-media areas, offices, living accommodation for researchers, hotels for conference speakers and a range of basic services.

### **Further information**

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