

Brain of the World

PRESS RELEASE

Spanish project *Brain of the World* is presented in Hong Kong

Based on a concept conceived by NBOWM and EQUIP Xavier Claramunt, the *Brain of the World* project is setting up specialised centres in several cities across five continents to provide responses to issues the world is seeking to deal with.

Hong Kong, December 11, 2008. The *Brain of the World* project, based on a concept devised by NBOWM y EQUIP Xavier Claramunt, has been showcased today at the Inno Design Tech Congress held at the Hong Kong Convention and Exhibition Centre.

Brain of the World was devised as a project for setting up centres in several cities throughout the world which will re-examine people's future needs, provide responses to issues which the world is seeking to deal with and come up with effective solutions. These centres will each focus on a different field, which will then become associated with the city and country where the centre is based. The different cities can thus be identified due to their specific area of research, such as new economic sectors, the needs of cities, regions, or countries, fuels, natural resources and mobility. The Brain of the World centres will breathe new life into the areas where they are set up by creating new business sectors linked to the projects.

The project centres will be housed in unique buildings capable of transmitting the message of "working towards a better future." The presentation was well-received in Hong Kong. Other cities such as Barcelona and Cape Town have expressed their interest in hosting such centres.

NBOWM

NBOWM is a future studies research company, whose projects focus on identifying people's real needs and finding solutions for them. It applies its expertise to different areas of activity and is the promoter behind projects such as the Mom 2010 sustainable mobility project.

EQUIP Xavier Claramunt

The architecture firm EQUIP Xavier Claramunt was founded in Barcelona in 1990. It specialises in unique buildings for different uses and comprises a group of thirty professionals with backgrounds in a variety of disciplines. In 2005, the company opened its own office in China, where it is carrying out several projects. One of its most foremost ventures is Galactic Suite, the first hotel in space.

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Brain of the World



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Brain of the World

BRAIN OF THE WORLD BOTW

1. MISSION
2. VISION
3. THE PROCEDURE
4. THE PATH BRAIN OF THE WORLD

DEFINITION

Brain of the World is a strategy for both longer human food for the future needs and solve the urgent problems in the world (climate change) evaluation by means of creating a network of think, research and educational team.

based on the gathering of **DESIGNERS, MARKETERS** and **AGENTS**.

based on the gathering of the three main areas behind any action: decision, research and application.

1. MISSION: a network of ideas. To create a network of ideas (the network) working together as a collective decision, research and educational team (think). Create a network of ideas (think).

MISSION: BOTW THINKS ABOUT FUTURE NEEDS OF PEOPLE

MISSION: BOTW IS AIMED TO FIND A STRATEGY TO TACKLE WORLD PROBLEMS

2. VISION: Long term result, finding opportunities.

To create a body of people who think locally about the whole world.

VISION: People needs to help the world.

VISION: Individual needs to help the world.

3. THE PROCEDURE: write to think.

The procedure will start with the **choosing of a city** to host a **permanent building**, a **Network** to gather the needs focused on **3 main objectives** (the Network Main Objectives) through the gathering of working group.

The first **ONE CITY ONE VISION** (Network Main Objective)

ONE CITY ONE VISION: An individual body of people in any first related to the main Network Objective.

DESIGN AGENTS: A body of experts specialized in the subject of the main Network Objective.

APPLICATION AGENTS: The necessary representatives of the companies or executive bodies in charge of developing or implementing the results of the Network activity.

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+ video