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.

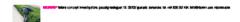
EQUIP Xavier Claramunt

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.

Further information and images:

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