

Of extreme speed cars, light transmitting concrete and Europe 2049

Visionaries such as design legend Luigi Colani and renowned cultural ambassador Miha Pogacnik on June 29th at the Incredible Summit in Vienna

Innovative and creative pioneers, decision makers, entrepreneurs and interested individuals from throughout Europe will meet at the Incredible Summit: *"IncredibleEurope – The Power of Creativity and Innovation"* (www.incredibleeurope.com) on June 29, 2009 in Vienna.

Masterminds of Innovation and Creativity

"The current economic situation requires our readiness for change, while at the same time, global competition demands a clear positioning of the European continent", says Summit Initiator Selma Prodanovic of Brainswork on the motives for the IncredibleEurope initiative.

Among the masterminds that have confirmed their participation are ambassador to the EU Year of Innovation and Creativity, Hungarian *Aron Losonczy*; Bled School of Management Founder, Professor *Danica Purg*; award winning designer *Mirko Illic*; World Economic Forum Young Global Leader 2008/09, *Suhas Gopinath*, world-famous violinist and cultural Ambassador *Miha Pogacnik*; and design legend Professor *Luigi Colani*.

The aim of this interdisciplinary summit is to inspire anti-cyclic action, enable learning from our diversity and spark visions of Europe 2049. KR Brigitte Jank, President of the Vienna Chamber of Commerce and Industry supports the idea: *"Yet for me, it is not about the pure commercialization of creative output. Instead, the goal is to bring creatives and businesses together as equal partners and to stimulate an interdisciplinary discourse."*

A series of high-level panels, outstanding presentations of good practice, interactive workshops such as setting the world record in generating ideas or designing the future of Europe on a pair of Edelwiser skis, and the celebration of the "Five Names to Remember" are a further step towards Europe's future role as a sustainable, creative and innovative continent – a role to be built together.

Luigi Colani

Professor Colani, pioneer of organic design who describes himself as a legitimate successor to Galileo Galilei, shaped in over 50 years spectacular designs for automobiles, airplanes, architecture, more than 1,000 pieces of furniture and individual products up to countless technical innovations and world records. His individualistic yet spectacular designs and products were epochal milestones in design history, decades before their time. Colani has developed more than 20,000 designs during his career. About 70% of those were every day products such as ballpoint pens and eggcups and were produced in series. His more eccentric designs such as a stratosphere glider and a 900 PS "super sportscar" were a much more seldom reality. Even today, aged over 80, Colani is a highpoint in his own right: the energetic designer is still filling audiences up to the last seat. He is eloquent and quick-witted in more than 10 languages, creative from head to toe, controversial, provocative and exuberant. No wonder that the London Design Museum is speaking of a "Colani Revival".

Miha Pogacnik

is a world renowned pioneer of "art and business", an established concert violin player, and president of the Institute for Development of Intercultural Relations through the Arts. With his extraordinary ability he helps companies unfold their true potential using masterpieces in music. Works by Bach, Beethoven or Bartók hold the key to secrets of business, leadership and innovation. He has worked so far with companies such as BBC World, IBM, Nike or Body Shop. Pogacnik has inspired shared thinking and changemaking across cultures and perspectives at more than 180 intercultural festivals and learning journeys throughout the world.

Initiator and host Brainswork

Brainswork was founded in Vienna in 2005 (USA in 2006) by networking and marketing expert Selma Prodanovic and has since evolved into a unique business development and networking company. Brainswork is aligned to support and consult unique visionaries, whether they are start-ups or well-established trades who want to make a positive change, looking for sustainable development. It consults clients around the world and has a special focus on Central and South Eastern Europe, which is the continent's most dynamic and fastest growing region. Brainswork is about people and their relationships, about expending and connecting their visions and businesses.

Contact: Brainswork | Miriam David | t +43 1 729 89 00-30 | f +43 1 729 89 00-10 | miriam.david@brainswork.at | www.brainswork.at