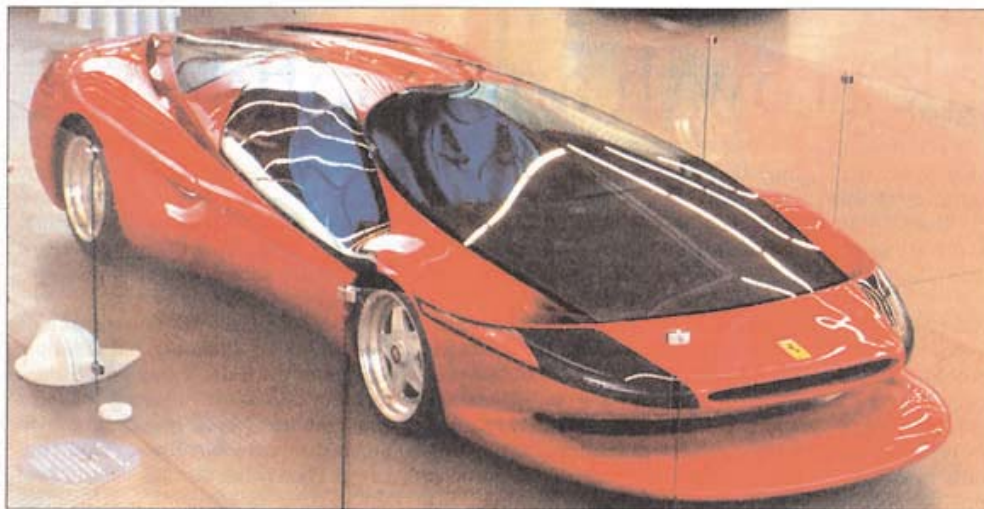


THAILAND
Millionaire
EXPO 07

LUXURY PRODUCTS FIRST 'MILLIONAIRE EXPO'



This Colani-designed Ferrari will be among the attractions at the Millionaire Expo from Nov 1-4 at Siam Paragon.

Top designer to dazzle crowds

SANTAN SANTIVIMOLNAT

Work by the prominent industrial designer Luigi Colani will be one of the highlights of the first Thailand Millionaire Expo 07 in Bangkok in early November.

His first participation in the event is intended to reinforce the importance of design in the overall strategy of premium and luxury brands.

Mr Colani, who will be present at the Bangkok fair, will showcase his famous designs of many products including Ferrari and Horch sports cars, a television set, a piano, three space watches, one table and three chairs.

"All Colani-designed products displayed in the event are for sale but one must place the orders after bargaining the prices," said one of the organisers.

German-born Colani is one of the world's most renowned industrial de-

signers. He was the creative mind behind some of Fiat's most popular automobiles, avant-garde European furniture and high-tech but consumer-friendly Canon cameras.

His career began in Paris in early 1950s, with a focus on automobile design and aerodynamics using plastics. His successes included the BMW 700, the world's first monocoque sports car, and the compact Colani GT sports car, which was available as a do-it-yourself kit on a Volkswagen platform in the 1960s.

He has also designed and marketed a variety of products ranging from Atlantic gliders, oil tankers, eco-friendly cars, and ceramic and sanitary products.

Mr Colani was also responsible for shaping the automotive trends of the future while at Volkswagen Corporation, using a wind tunnel as a test bed for high-speed and fuel-saving vehicles.

His innovative and futuristic ideas were admired by the Japanese, who helped him establish the Colani Design Centre in Japan and held exhibitions in the Museum for Art and Design at Kyoto Institute of Technology in 2005.

Currently, Mr Colani is attempting to revive the Pierce Arrow brand, an American luxury automobile from the 1930s.

Luxury consumer shows have been held successfully in other markets such as the Netherlands, Russia, Abu Dhabi, Vienna and most recently, China.

Eurasia Entertainment & Events Co Ltd (EEE) will be bringing the Thailand Millionaire Expo 07 to Southeast Asia for the first time. The event will be held at Siam Paragon from Nov 1-4.

Participation is expected from more than 60 international luxury brands in 12 categories such as automotive, real estate, jewellery and fashion.

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