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ispo China International Exhibition Center, Beijing (CIEC)
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Big intl brands to exhibit at upcoming Bread & Butter show

December 23, 2008 (Spain)



THE SOURCE: TREND SHOW AND MEETING POINT FOR APPAREL SOURCING INDUSTRY, DESIGNER AND RETAIL:

The leading fabric and accessory producers as well as the apparel sourcing industry, designers and product managers have been using BREAD & BUTTER BARCELONA as a meeting point for years already – with THE SOURCE, this industry is provided with its own platform for marketing and communication in the centre of BBBarcelona.

In January 2009, THE SOURCE will be open to all B&B visitors and takes place in two central locations:

THE SOURCE PAVILION – THE PEAK OF DENIM:

In Luna Park, THE SOURCE presents numerous greats of the denim industry. Innovative denim weavers, finishers and associated accessory producers present their products in the creatively designed, denim-dedicated THE SOURCE pavilion. Among the exhibitors are Blastex – Jeans Finishing Systems, Bottonificio BAP, Candiani Premium Selvedge, ITV Industria Tessile del Vomano, Limonta, Okinawa, r4dlab, Recca Group and Royo.

“CREATIVE R'EVOLUTION – 50 YEARS OF FLUXUS” FROM THE ARCHIVIO BONOTTO:

In an own hall on the second level above Urban Superior, a very special THE SOURCE highlight can be found: “CREATIVE R'EVOLUTION – 50 Years of Fluxus from the Archivio Bonotto”, an exhibition with works of the Fluxus movement, curated by renowned weaver Luigi Bonotto.

The 120 objects exhibited at THE SOURCE, among them major Fluxus works, come from one of the world's most comprehensive collection of this revolutionary art movement, the Archivio Bonotto.

Fluxus started at the beginning of the 1960ies and is a form of action art, which, under the motto “all is art”, is mainly occupied with the subjective relation between everyday objects and art. Artists such as Joseph Beuys, George Brecht and George Maciunas found their artistic home in this movement.

This extraordinary exhibition at THE SOURCE will be enriched by life performances by the artists Ben Patterson and Philip Corner, as well as by an installation by Ben Vautier, exclusively created for BBBarcelona.

The vernissage will take place on Wednesday, 21 January 2009 at 5:30 p.m. at THE SOURCE on the second level above Urban Superior. We are especially proud to welcome Luigi Bonotto as the host.

UNITED TRENDS OF B&B AND STYLESIGHT:

In cooperation with the leading New York trend agency Stylesight, B&B has developed numerous new and innovative trend seminars. The interactive seminars show the most important tendencies and social developments from the areas of fashion, fabrics, lifestyle, music and Digital Youth Culture, and mirror the core segments of BREAD & BUTTER BARCELONA and THE SOURCE:

“A World of Extremes” gives a preview on colours, fabrics and silhouettes for S/S 2010; “Mix Masters” examines the influence of music and technology on current Street Wear trends as well as the combination of runway-, street and vintage inspirations with music, art and technology. Within “Fabrics of the Future”, leading fashion fabrics producers discuss eco fabrics, performance fabrics and new material innovations. In “The Zeitgeist: A User's Manual”, Jason Campbell, Editor-in-Chief of “The JC Report”, reveals the ‘places to be 2009’.

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