



# WHY DIDN'T SOMEONE THINK OF THIS SOONER?

► BE INSPIRED BY THE ALL-NEW B-CLASS FROM MERCEDES-BENZ. With a revolutionary new sandwich construction, the B-Class is roomier than other cars its size. And due to its intelligent design, it's safer too. So you get more space, advanced safety, innovative styling, and remarkably sporty driving dynamics. All starting from just \$30,950\*. It's a new kind of car, for a new style of living. Mercedes-Benz. You're ready.



© 2009 Mercedes-Benz Canada Inc. MSRP for a new 2009 B180. Prices not include taxes, freight, PDI and administration charges. † MSRP. Excludes shipping charges. Dealer may add fee.

TheAnsweris **B**.ca

...the project manager of Holland commissioned a firm with a brief of "innovation based on a radical level" his contribution on a teaspoon over 200 years. He simply cut away at the space, leaving a slim outline - perfect for use as a spoon and stirring.

...more awareness," he says. "I like to hold my own and think that "radical reduction" is a good way to go, and that products are easy to produce, easy to transport and easy to use." He is currently teaching at design schools around the world and has provided Annink with a variety of projects. In 2001, he was a member of the jury for the design biennale in Groningen, the Netherlands. He has also worked with a variety of clients for a roster of exhibitions, including the book Beautiful Ideas in 2001, comprising the work of Charles and Ray Eames with contemporary artists like Mary Gaud and Jurgen Bey. For the past few years, Annink has collaborated with fellow Dutch designer Maaike Evers, curator of the main exhibition at the Museum of Modern Art in New York City. With Ourswerkwerk, a design-based multidisciplinary studio, Annink has worked with over 200 partners in 1990, he is currently working on a plan for the Dutch hospital in Groningen on a project for the Dutch hospital. He is known for his signature over-scaled imagery, which has been used to build a bridge between culture and design. His pet project is Creative Vitamins, a program for the development of FunLab, a program for entertainment and experience in the Netherlands in Eindhoven, which is currently in development. "The program wants to connect research to practical needs through the work of designers, marketing managers and commercial designers," says Annink. "We want to conceptual projects and develop the ideas."

