

150 years



News Release

fabriktag 2015: BASF opens “Wunderkammer“ in Milan

- **BASF designfabrik® presents itself as part of the Milan Furniture Fair**
- **“1865 – Inspired by History” reinterprets 19th century products using modern BASF plastics**
- **fabriktag follow-up event offers advice on suitable material choices for customers**

In the year of its 150th anniversary, BASF and its consultation center designfabrik® are exhibiting at the Milan Furniture Fair. The exhibition is being held in the old “La Posteria” customs hall in the historic quarter of Brera. In these atmospheric surroundings, BASF, with the support of the design trio DING3000, will be exhibiting materials and projects in a cabinet that will amaze with optical tricks and ideas. With this inspiring installation, BASF’s designfabrik® seeks to build practical associations between the achievements of the age when the company was founded, in 1865, and modern, high-tech materials. Meanwhile, experts will also be on hand to advise customers on suitable material choices and color trends. The exhibition in Milan thus takes up the threads of fabriktag, the successful customer event first hosted by designfabrik in Ludwigshafen in January 2014, for over 100 guests.

The BASF “Wunderkammer”

The Milan exhibition focuses on the so-called “Wunderkammer”, or “cabinet of curiosity”. In this section, products currently in serial production made using BASF materials and expertise, like the adidas Energy Boost sports shoe or designer chairs by Vitra, Brunner and

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Interstuhl will be seen in a surprising room installation. Optical illusion here blends objects and visitors into a striking picture puzzle – making a game of magic and illusion of the kind that was typical of 19th-century fairs.

“1865 – Inspired by History”

The “1865 – Inspired by History” section of the exhibition refers to the age in which BASF was founded. Visitors here can see the “Concept 1865” e-bike, conceived by DING3000 as a roadworthy, modern velocipede. In the context of “1865 – Inspired by History”, designfabrik® has also invited twelve young Stuttgart designers to seek inspiration in the age of industrialization. They have explored everyday products of the period and considered how modern materials might be used to bring these products up to date. The result is twelve new interpretations, including a beehive, a mechanical kitchen appliance, and even a modern version of a long-forgotten English outdoor game.

Additionally, the team of the designfabrik® will offer advice about materials and manufacturing processes and thus, will support BASF customers as they work towards a successful realization of their ideas and projects.

Further information: www.designfabrik.basf.com

About designfabrik®

The designfabrik® is located in the heart of BASF's industrial site in Ludwigshafen. It is a consultation center for designers and offers information on BASF materials. Engineers and industrial designers assist with component design, the right processing methods as well as the choice of surfaces and colors. Thus, the designfabrik® connects designers from all kinds of industries with BASF's unique product portfolio.

About BASF

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of over €74 billion in 2014 and around 113,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.