

Shock drop in Eurozone inflation figures

There is confirmation that Eurozone inflation last month fell to its lowest level since November 2009

Year-on-year the inflation rate was just half of one percent, down from February's 0.7 percent. Prices fell for heating oil, telecommunications and fuel. They rose for tobacco products and in restaurants and bars as well as for milk, cheese and eggs.

That keeps pressure on the European Central Bank to intervene to prevent deflation and stagnation. Annual inflation was negative

in eight of the 18 Eurozone countries. In Greece it was down 1.5 percent and Cyprus it was minus 0.9 percent. By contrast inflation rates in Austria (+1.4 pct), Malta (+1.4 pct) and Germany (+0.9 pct) were nearer to the ECB's target of close to but below 2.0 percent.

Inflation has now been in the ECB's 'danger zone' of below 1.0 percent for six consecutive months.



People leave an H&M shop during winter sales in Barcelona

Ford Mustang takes a ride to the top of New York

How does a car go to the top of the Empire State Building? It takes the elevator of course!

And that's just what a 2015 Ford Mustang convertible did. Replicating the same feat from nearly 50 years ago and to coincide with the annual New York Auto Show, the car was disassembled into sections so it could fit into the 'lift' and then reassembled on the 86th observatory floor.

Ford Production Manager George Samulski explained how they achieved it, "The difference in this car and the car 50 years ago is the size. They were able to cut that car into four pieces, where we had to cut this one, the basic structure, into six pieces to be able to fit into the elevator."

The price was different too but if you have to ask you can't afford it — well this special version anyway. And what kind of view did the Mustang have? As you would expect — a spectacular one of the New York skyline.

Starbucks to move European HQ to UK

Starbucks the coffee chain is to move its European headquarters to London from the Netherlands this year and pay more tax in the UK

It will also open 100 new shops in the country, creating 1000 new jobs. The move follows a row with the British government over tax avoidance and the ending of a low Dutch tax rate. Last year, Starbucks paid £5m (6.7m Euros) in corporation tax, its first such tax payment since 2009.

Google drones on with Titan atmospheric satellite purchase

Google is buying Titan Aerospace, a solar-powered drone company



The purchase — for an undisclosed sum — is part of the Internet giant's strategy of delivering access to the web to remote parts of the world. Titan is developing drones as big as a commercial airliner, which fly at a height of almost 20,000 metres (65,000 feet) and can stay up for as long as five years without ever having to land and refuel. They can then be landed and reused.

Google has already experimented with balloons designed to beam internet access to underdeveloped parts of the world.

Beijing unveils modest measures to counter slowing of Chinese economic growth in Q1



An employee works at a Chinese automobile factory in Hefei

China's economic growth continues to slow. Between January and March it expanded at the lowest pace in a year and a half.

Beijing quickly unveiled new pro-growth measures including cutting the amount of cash some village banks have to hold in reserve at China's central bank so

that money could bolster the agriculture sector. In the first three months of this year the economy expanded by 7.4 percent, down from 7.7 percent in the fourth quarter of 2013 and 7.8 percent in the quarter before that.

There were already signs China's economy was losing more momentum than expected with exports in March down for the second month in a row and imports dropping sharply. Still economists, like HSBC's John Zhu, are not disturbed. He said China is still on track to meet his bank's predictions, "Our full year 2014 forecast actually hasn't changed this year. We've been at

7.4 percent for the whole of the year and so we don't think today's number has a material impact on that. So we're still fairly comfortable with 7.4 percent for the year."

However the manufacturing sector continues to struggle. Activity data for March, which was released at the same time as the GDP report, showed that factory output growth was not as strong as expected. It hit a near five-year low of 8.8 percent. On the plus side, for a government trying to rebalance the economy by stimulating domestic demand, retail sales were up 12.2 percent, slightly above forecasts.

Poetry in motion, bikes on show

Motor bikes have been making people dream since they were invented around 120 years ago. And a new exhibition in the south-eastern French city of Lyon, explores the crossroads where motor bikes, bikers and contemporary art meet.

In the exhibition, *Motopoetique*, motorbikes are the stars. Over 40 international artists are showing works inspired by two wheels. And the themes are freedom, speed, wildness, death and immortality. It is a heady mix, and the curators are bike fanatics themselves.

Co-curator Paul Ardenne explained, "We wanted to show experimental works, meaning works which do not just illustrate something or represent a stereotype. It's not about just saying 'Oh, yes, bikes are a symbol of freedom'. We

wanted to push the boundaries much further in order to investigate the possibilities of creating works full of imagination."

Usually the grease stays inside a bike's motor, but French artist Laurent Faulon covered his bikes with industrial grease. His work *Heavy Rider* questions the individual's relationship with consumer goods, because for him bikes are just consumer objects.

Faulon noted, "For me they are like objects of avarice, objects who are stuck in the grease of our desires. The idea was to make these bikes suffer with my treatment, using the double aspect of attraction and repulsion."

Malaysian-born artist Moo Chew Wong is a big fan of bikes and drew inspiration for his series of 30 paintings from everyday street scenes. He explained,



Exposition attracted interest of motor bikes fans

"When I see girls on a bike I am fascinated, for me it's one of the most erotic things you can imagine. I can finish a painting in three

or four hours. It's a very unique and personal style, achieved with a palette-knife, gliding over the canvas very fast."

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