

# BMW GUGGENHEIM LAB

## Advisory Committee

Daniel Barenboim  
Elizabeth Diller  
Nicholas Humphrey  
Muchadeyi Ashton Masunda  
Enrique Peñalosa  
Juliet Schor  
Rirkrit Tiravanija  
Wang Shi

Mature street  
trees / 能夠  
沈思與放鬆 /  
Having at  
least 800  
square foot  
to myself /  
Accoglienti  
aree pedona-  
li a misura  
d'uomo con  
posti a sede-  
re / ไมได้ยืน  
เสี่ยงรบกวนจาก  
การจราจรใดๆ ทั้งสิ้น ในขณะที่  
ที่ฉันกำลังนอนหลับ / Being  
able to wander the streets,  
regardless of whether it's

Japanese  
sake / Savoir  
dans quelle  
direction mar-  
cher sans lire  
les panneaux  
/ 친한 친구들  
과 스스를 없이  
어울릴 수 있는  
것 / Saubere  
Strassen / I  
find comfort in  
just being  
busy and be-  
ing in a city  
where there is  
always things  
happening /

平日信步到熟  
識店家的水果  
攤、熟食店、  
以及乾洗店 /  
گوناکونی مردم و  
تنوع ساختمان  
های یک شهر  
است که آنرا گرم  
و دلنشین می  
سازد / חלקת  
דשא לנוח עליה  
/ בוסוף /  
أوجه التشابه بين  
مدينتك أو مدن  
مختلفة / Traffic  
lights turning  
all green at  
once in sync

/ Aire acon-  
dicionado /  
ledereen wordt  
een deel van hun  
buurt, een  
deel van de  
sociale om-  
geving / ni ayi-  
ka ogbon ati  
oye / Knowing I  
can escape / Or-  
dered chaos  
/ Está sem-  
pre movi-  
mentada / Sushi  
lunchbox special  
/ Empty seat on  
the subway /

## News Release

# BMW GUGGENHEIM LAB TO LAUNCH IN NEW YORK CITY ON AUGUST 3, BEFORE TRAVELING TO BERLIN AND ASIA

**Six-Year Collaboration to Examine Contemporary Urban Issues in Nine  
Cities Around the World**

**International Advisory Committee Selects New York BMW Guggenheim  
Lab Team**

## Design of First Mobile Laboratory Unveiled

**NEW YORK, NY, May 6, 2011** – Richard Armstrong, Director of the Solomon R. Guggenheim Museum and Foundation, and Jim O'Donnell, President and CEO, BMW North America, LLC, announced today that the **BMW Guggenheim Lab** will launch in New York City from August 3 to October 16. Following the New York installation, the BMW Guggenheim Lab will travel to Berlin in spring/summer 2012, and to a city in Asia to be announced later this year. Conceived as an urban think tank and mobile laboratory, the BMW Guggenheim Lab will explore issues confronting contemporary cities and provide a public place and online forum for sharing ideas and practical solutions. The BMW Guggenheim Lab and all of its programming will be free to the public. The new website ([bmwguggenheimlab.org](http://bmwguggenheimlab.org)) and online communities will create and extend the opportunity to participate in this multidisciplinary urban experiment worldwide.

Over the six-year migration of the BMW Guggenheim Lab, there will be three different themes and three distinct mobile structures, each designed by a different architect and each traveling to three cities around the world. The inaugural BMW Guggenheim Lab will be located on the border between Manhattan's Lower East Side and East Village, at 33 East First Street (between First and Second Avenues), on a site owned by the New York City Department of

**Solomon R.  
Guggenheim Foundation**  
345 Hudson Street, 12th floor  
New York, NY 10014  
Phone +1 212 423 3500

[bmwguggenheimlab.org](http://bmwguggenheimlab.org)

Parks & Recreation. Designed by Atelier Bow-Wow, an architecture studio in Tokyo, the mobile structure, a compact temporary facility of approximately 2,500 square feet, will easily fit into densely built neighborhoods and be transported from city to city.

The first cycle will conclude with a special exhibition presented at the Solomon R. Guggenheim Museum in New York in 2013, which will explore the ideas and solutions that were addressed at the BMW Guggenheim Lab's different venues. The two remaining two-year cycles will be announced at a later date.

The theme for the first three-city cycle is *Confronting Comfort*, an exploration of how urban environments can be made more responsive to people's needs, how a balance can be found between modern notions of individual versus collective comfort, and the urgent need for environmental and social responsibility.

An international Advisory Committee has nominated the New York BMW Guggenheim Lab Team (BGL Team), an innovative group of emerging talents in their fields who will create the diverse range of programming that will be presented in New York.

The BMW Guggenheim Lab is curated by David van der Leer, Assistant Curator, Architecture and Urban Studies, and Maria Nicanor, Assistant Curator, Solomon R. Guggenheim Museum.

"We are delighted to be launching the BMW Guggenheim Lab in New York City, followed by Berlin, two progressive urban centers of culture and creativity, and could not be more pleased with the exceptional talent that the members of the BMW Guggenheim Lab Advisory Committee and Lab Team bring to this project," stated Richard Armstrong. "This pioneering effort to identify new ideas, designs, and strategies that address the serious challenges faced by urban cultures today furthers the Guggenheim's deep commitment to education, research, and design innovation. It is a pleasure to be collaborating with BMW, and we look forward to continuing to work together as the BMW Guggenheim Lab continues to evolve and unfold."

"Never before has our company been involved in a collaboration of this scale with a cultural institution," stated Frank-Peter Arndt, member of the Board of Management, BMW AG. "I could not think of a greater project than the BMW Guggenheim Lab to coincide with the 40th anniversary of our international cultural engagement. Richard Armstrong has rightly called our joint activity an 'adventure.' At BMW, we are fond of adventures. With the esteemed Solomon R. Guggenheim Museum and Foundation at our side, we are eager to engage together in a multidisciplinary worldwide dialogue to confront today's issues, from questions of sustainability and architecture to those of engineering and science."

"New York is the perfect launching ground for the BMW Guggenheim Lab, as it is one of America's foremost megacities and a great incubator for thought leadership," said Jim O'Donnell. "This collaboration underscores BMW Group's commitment to New York and to addressing the challenges of the world's most

populated urban centers.”

The Advisory Committee for the first cycle of the BMW Guggenheim Lab, an international group of experts from various disciplines, includes Daniel Barenboim (Conductor and Pianist, Argentina), Elizabeth Diller (Designer, USA), Nicholas Humphrey (Theoretical Psychologist, UK), Muchadeyi Ashton Masunda (Mayor of Harare, Zimbabwe), Enrique Peñalosa (Former Mayor of Bogotá, Colombia), Juliet Schor (Economist and Professor of Sociology, USA), Rirkrit Tiravanija (Artist, Thailand), and Wang Shi (Entrepreneur, China). The Advisory Committee is charged with nominating candidates for the BGL Team for each of the three cities of the first cycle, as well as providing their own ideas relating to the theme and consulting with members of the BGL Teams.

The New York BGL Team is comprised of Omar Freilla, a Bronx, New York–based environmental justice activist, cooperative developer, and founder and coordinator of Green Worker Cooperatives; Canadian journalist and urban experimentalist Charles Montgomery, who investigates the link between urban design and happiness; Nigerian microbiologist and inventor and 2010 TEDGlobal Fellow Olatunbosun Obayomi; and architects and urbanists Elma van Boxel and Kristian Koreman of the Rotterdam-based architecture studio ZUS [Zones Urbaines Sensibles]. Video interviews with each of the BGL Team members can be viewed at [youtube.com/bmwguggenheimlab](http://youtube.com/bmwguggenheimlab).

“The Parks Department is delighted that the first BMW Guggenheim Lab will launch on a Parks site. First Park will provide a unique outdoor urban setting for this ambitious public program, which aims to reinvent the way we think about cities,” said New York City Parks & Recreation Commissioner Adrian Benepe. “The project will also benefit residents of the Lower East Side and the city at large by permanently improving a long-vacant lot.”

“New York City’s creative identity comes from the energy of its residents and neighborhoods,” said Cultural Affairs Commissioner Kate D. Levin. “That’s why we are so proud that New York is the launch site for this project aimed at generating new ideas and designs for community spaces and urban living. This is public-private partnership at its best, combining the innovative strengths of the Guggenheim, BMW, and the people of New York.”

“We look forward to welcoming the BMW Guggenheim Lab to Berlin next year. In 2012 the BMW Guggenheim Lab will engage our community in a crucial dialogue about urban responsibilities and strategies for the future,” stated Berlin Mayor Klaus Wowereit. “With its provocative theme of *Confronting Comfort*, the BMW Guggenheim Lab will explore the conditions and potentials of our city and of the urban environment worldwide. As a vibrant and progressive center of art and design innovation, and a laboratory in its own right, Berlin will be an ideal site and an important contributor to this exciting initiative.”

The graphic identity of the BMW Guggenheim Lab includes an interactive logo created by graphic designers Sulki & Min, from Seoul, South Korea, that was unveiled today. Unlike traditional logos, Sulki & Min’s design will grow and

change through audience interaction on [bmwguggenheimlab.org](http://bmwguggenheimlab.org) over the course of the BMW Guggenheim Lab's first two-year cycle. Reflecting the role of the BMW Guggenheim Lab as a space for the exchange of ideas, the logo will become the metaphorical and virtual representation of worldwide interaction with the theme of *Confronting Comfort* and the larger discourse about cities and urban life. The online dialogue will be extended through dedicated BMW Guggenheim Lab social media channels, including Twitter ([twitter.com/bmwgugglab](https://twitter.com/bmwgugglab)), Facebook ([facebook.com/bmwguggenheimlab](https://facebook.com/bmwguggenheimlab)), YouTube ([youtube.com/bmwguggenheimlab](https://youtube.com/bmwguggenheimlab)), Flickr ([flickr.com/bmwguggenheimlab](https://flickr.com/bmwguggenheimlab)), and FourSquare ([foursquare.com/bmwgugglab](https://foursquare.com/bmwgugglab)).

### **New York BMW Guggenheim Lab**

The inaugural BMW Guggenheim Lab, located at 33 East First Street (between First and Second Avenues), will be open Wednesdays and Thursdays, 1 to 9 pm, Fridays, 1 to 10 pm, and Saturdays and Sundays, 10 am to 10 pm.

The BGL Team will design public programs, experiments, and an installation exploring how interventions and innovations that decentralize, decelerate, localize, and democratize New Yorkers can reinvent the urban experience, creating a more adaptable and sustainable version of comfort. The BMW Guggenheim Lab is conceived to spark visitor curiosity and interaction, and audiences will be encouraged to participate and contribute to the answers, ideas, and stories generated inside. Programming will include unconventional tours exploring the urban fabric, hands-on experiments and how-to workshops, film screenings, and community-based discussions.

Each BGL Team member will also work closely with collaborators such as AgeLab, Massachusetts Institute of Technology (MIT); Environmental Psychology, The Graduate Center, City University of New York (CUNY); Latin Lab, School of Architecture, Planning and Preservation, Columbia University; Poiesis Fellowship, Institute for Public Knowledge, New York University; and THNK, the Amsterdam School of Creative Leadership. These local and international collaborators will share their expertise and contribute their knowledge to enrich the ideas and proposals of the BGL Team.

### **The Architecture**

With a structural skeleton built of carbon fiber, the lightweight and compact BMW Guggenheim Lab has been designed by Atelier Bow-Wow as a "traveling toolbox." The lower half of the structure, a present-day version of the Mediterranean loggia, will be left open at most times. Its configuration will change periodically throughout the run of the BMW Guggenheim Lab to meet the needs of particular programs developed by the BGL Team. The cross-pollination and user interaction that will be an integral part of the BMW Guggenheim Lab's programs find their counterpart in the upper part of the structure, which houses a flexible rigging system and is wrapped in a semitransparent mesh. Through this external skin, visitors will be able to catch glimpses of the extensive apparatus of tools that will be lowered or raised from the fully enclosed toolbox canopy according to the BMW Guggenheim Lab's manifold programming needs. The ground space can shift from a formal lecture setting with a stage, to the scene for



celebratory gatherings or for workshops with tables for hands-on experiments. A video of Atelier Bow-Wow's architectural rendering of the BMW Guggenheim Lab structure can be viewed at [youtube.com/bmwguggenheimlab](http://youtube.com/bmwguggenheimlab).

A series of smaller wooden structures to be placed in close proximity to the main BMW Guggenheim Lab structure will provide space for restrooms and a cafe. Whereas the main structure is forward-looking in its materiality and highly urban in its programmatic approach, the design of the restrooms and cafe references timeless timber construction that has been used in many settings, both rural and urban. Together, the wooden structures and the main BMW Guggenheim Lab form a temporary twenty-first-century ensemble that in each city will frame a particular urban void. After the BMW Guggenheim Lab departs for Berlin, the improvements made to the currently vacant lot in New York City will remain, allowing a formerly unusable city space to become an accessible public park.

### **About Atelier Bow-Wow**

Atelier Bow-Wow was established in Tokyo in 1992 by the husband-and-wife team of Yoshiharu Tsukamoto and Momoyo Kaijima. Best known for its surprising, idiosyncratic, yet highly usable residential projects in dense urban environments, the firm has developed its practice based on a profound and unprejudiced study of existing cultural, economic, and environmental conditions—a study that led it to propose the term “pet architecture” for the multitude of odd, ungainly, but functional little buildings wedged into tiny sites around Tokyo. Atelier Bow-Wow has also acquired an enthusiastic following through its Micro Public Space projects, as well as innovative projects for exhibitions such as the 2010 Venice Biennale (as an official representative of Japan) and the São Paulo Bienal, and at venues such as the Hayward Gallery in London, the Neue Nationalgalerie in Berlin, The Gallery at REDCAT in Los Angeles, the Japan Society in New York, and the OK Offenes Kulturhaus Oberösterreich in Linz, Austria. More information about Atelier Bow-Wow can be found at [bow-wow.jp](http://bow-wow.jp).

### **About Sulki & Min**

Sulki & Min is a partnership established in Seoul by Sulki Choi and Min Choi, who met as MFA students at Yale University in 2001. From 2003 until 2005 they were based at the Jan van Eyck Academie in Maastricht, the Netherlands, where they participated in a research project for the cultural identity of the city of Leuven, Belgium; designed the academy's various publications and promotional materials; and, with Tamara Maletic and Dan Michaelson, designed the exhibition *Welcome to Fusedspace Database* at Stroom Den Haag. Their first solo exhibition, *Sulki & Min: Factory 060421-060513*, was presented at Gallery Factory, Seoul, in 2006, and received the 2006 Art Award of the Year from the Arts Council Korea. Their second solo exhibition, *Sulki & Min: Kimjinhye 080402-080414*, was held at Kimjinhye Gallery, Seoul, in 2008. More information about Sulki & Min can be found at [sulki-min.com](http://sulki-min.com).

### **About the Solomon R. Guggenheim Foundation**

Founded in 1937, the Solomon R. Guggenheim Foundation is dedicated to promoting the understanding and appreciation of art, primarily of the modern and

contemporary periods, through exhibitions, education programs, research initiatives, and publications. Currently the Solomon R. Guggenheim Foundation owns and operates the Guggenheim Museum on Fifth Avenue in New York and the Peggy Guggenheim Collection on the Grand Canal in Venice, and provides programming and management for the Guggenheim Museum Bilbao. The Deutsche Guggenheim in Berlin is the result of a collaboration, begun in 1997, between the Guggenheim Foundation and Deutsche Bank. The Guggenheim Abu Dhabi, a museum of modern and contemporary art designed by Frank Gehry on Saadiyat Island and adjacent to the main island of Abu Dhabi city, the capital of the United Arab Emirates, is currently in progress. More information about the Foundation can be found at [guggenheim.org](http://guggenheim.org).

### **About BMW's Cultural Commitment**

In 2011 the BMW Group is celebrating 40 years of international cultural commitment. During this time the BMW Group has initiated and engaged in more than 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on modern and contemporary art, jazz and classical music, as well as architecture and design. The BMW Group has also been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years. In 1972 three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then artists such as Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Thomas Demand, and Jeff Koons have cooperated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid, and Coop Himmelb(l)au to design important corporate buildings and plants. The BMW Group guarantees absolute creative freedom in all the cultural activities it is involved in—as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

More information about BMW's cultural commitment can be found at [bmwgroup.com/culture](http://bmwgroup.com/culture) and [bmw.com/guggenheimlab](http://bmw.com/guggenheimlab).

Join the conversation on Twitter with @BMWGuggLab and use hashtag #BGLab.

[twitter.com/bmwgugglab](https://twitter.com/bmwgugglab)  
[facebook.com/bmwguggenheimlab](https://facebook.com/bmwguggenheimlab)  
[youtube.com/bmwguggenheimlab](https://youtube.com/bmwguggenheimlab)  
[flickr.com/bmwguggenheimlab](https://flickr.com/bmwguggenheimlab)  
[foursquare.com/bmwgugglab](https://foursquare.com/bmwgugglab)

For the complete press kit, go to [guggenheim.org/presskits](http://guggenheim.org/presskits)  
For publicity images, go to [guggenheim.org/pressimages](http://guggenheim.org/pressimages)  
User ID = photoservice, Password = presspass

**Solomon R.  
Guggenheim Foundation**  
345 Hudson Street, 12th floor  
New York, NY 10014  
Phone +1 212 423 3500

[bmwguggenheimlab.org](http://bmwguggenheimlab.org)

**Press Contacts:**

Betsy Ennis/Lauren Van Natten  
Solomon R. Guggenheim Museum  
212 423 3840  
[pressoffice@guggenheim.org](mailto:pressoffice@guggenheim.org)

Melissa Parsoff  
Ruder Finn  
212 593 5889  
[parsoffm@ruderfinn.com](mailto:parsoffm@ruderfinn.com)

Thomas Girst  
BMW Group  
+49 160 905 22122  
[thomas.girst@bmw.de](mailto:thomas.girst@bmw.de)

**Solomon R.  
Guggenheim Foundation**  
345 Hudson Street, 12th floor  
New York, NY 10014  
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Mature street trees / 能夠沈思與放鬆 / Having at least 800 square foot to myself / Accoglienti aree pedonali a misura d'uomo con posti a sedere / ไม่ไถ่ยืนเสียงรบกวนจาก การจราจรใดๆ ทั้งสิ้น ในขณะที่ ที่นั่งกำลังนอนหลับ / Being able to wander the streets, regardless of whether it's

Japanese sake / Savoir dans quelle direction marcher sans lire les panneaux / 친한 친구들 / Una cama grande con muchas sábanas limpias y almohadas grandes / 使いやすい公共交通 / Гуляя по улицам уса- жеными красивыми высокими деревьями /

平日信步到熟識店家的水果攤, 熟食店, 以及乾洗店 / Aire acondicionado / Iedereen wordt een deel van hun buurt, een deel van de sociale omgeving / ni ayika ogbon ati oye / Knowing I can escape / Or- dered chaos / Está sem- pre movi- mentada / Sushi lunchbox special / Empty seat on the subway /

## BMW GUGGENHEIM LAB

### Advisory Committee

Daniel Barenboim  
Elizabeth Diller  
Nicholas Humphrey  
Muchadeyi Ashton Masunda  
Enrique Peñalosa  
Juliet Schor  
Rirkrit Tiravanija  
Wang Shi

## Fact Sheet

Project	A major, six-year global collaboration between the Solomon R. Guggenheim Foundation and BMW Group.
Mission	The goal of the BMW Guggenheim Lab is to inspire the creation of forward-looking designs for urban life by creating a multidisciplinary platform that encourages dialogue across architecture, art, design, education, science, and technology. Bringing together audiences with ambitious thinkers from around the globe, the BMW Guggenheim Lab will be a place to innovatively explore and address the challenges of the cities of tomorrow while focusing on the local realities of the cities of today.
Co-Initiators	BMW Group and Solomon R. Guggenheim Foundation
Process	Over a total project period of six years, the BMW Guggenheim Lab will have three successive two-year cycles, each with its own architectural structure and theme. Each structure will be designed by a different architect and will travel to three cities around the world.

In each city, a multidisciplinary BMW Guggenheim Lab Team (BGL Team), an innovative group of professionals identified as emerging talents in their respective areas of expertise, will convene to develop ideas around the cycle's theme and, in conjunction with Guggenheim staff, design a roster of public programming. A distinguished Advisory Committee, comprised of internationally renowned experts from diverse creative, academic, and scientific fields, will nominate the members of each BGL Team, as well as providing ideas relating to the theme and consulting with members of the BGL Team.

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345 Hudson Street, 12th floor  
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Curators	David van der Leer, Assistant Curator, Architecture and Urban Studies, and Maria Nicanor, Assistant Curator, Solomon R. Guggenheim Museum
Website	<a href="http://bmwguggenheimlab.org">bmwguggenheimlab.org</a>
Social Media	Twitter.com/bmwgugglab and #BGLab Facebook.com/bmwguggenheimlab YouTube.com/bmwguggenheimlab Flickr.com/bmwguggenheimlab FourSquare.com/bmwgugglab

## **CYCLE 1**

Cities and Timeline	New York, USA (August 3 – October 16, 2011) Berlin, Germany (Spring/Summer 2012) Asia (city and timing to be announced later this year)
Advisory Committee	<b>Daniel Barenboim</b> (Conductor and Pianist, Argentina) <b>Elizabeth Diller</b> (Designer, USA) <b>Nicholas Humphrey</b> (Theoretical Psychologist, UK) <b>Muchadeyi Ashton Masunda</b> (Mayor of Harare, Zimbabwe) <b>Enrique Peñalosa</b> (Former Mayor of Bogotá, Colombia) <b>Juliet Schor</b> (Economist and Professor of Sociology, USA) <b>Rirkrit Tiravanija</b> (Artist, Thailand) <b>Wang Shi</b> (Entrepreneur, China)
Theme	<i>Confronting Comfort</i> —how urban environments can be made more responsive to people’s needs, how a balance can be found between modern notions of individual versus collective comfort, and the urgent need for environmental and social responsibility.
Design Architect	Atelier Bow-Wow Tokyo, Japan Principals: Yoshiharu Tsukamoto and Momoyo Kaijima Project Team: Mirai Morita and Masatoshi Hirai
Graphic Designer	Sulki & Min Seoul, South Korea Principals: Sulki Choi and Min Choi
Structure	The first BMW Guggenheim Lab, designed by Atelier Bow-Wow of Tokyo, is a lightweight, compact temporary structure of approximately 2,500 square feet. Described as a “traveling toolbox,” it will easily fit into densely built neighborhoods.

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The lower level, a present-day version of the Mediterranean loggia, will be left open at most times. Its configuration will change

periodically throughout the run of the BMW Guggenheim Lab to meet the needs of particular programs developed by the BGL Team.

The upper level houses a flexible rigging system and is wrapped in a semitransparent mesh material. Through this external skin, visitors will be able to catch glimpses of the extensive apparatus of tools that will be lowered or raised from the fully enclosed toolbox canopy.

A series of smaller wooden structures to be placed in close proximity to the main BMW Guggenheim Lab structure will provide space for restrooms and a cafe. Whereas the main structure is forward-looking in its materiality and highly urban in its programmatic approach, the design of the restrooms and cafe references timeless timber construction that has been used in many settings, both rural and urban. Together, the wooden structures and the main BMW Guggenheim Lab form a temporary twenty-first-century ensemble that in each city will frame a particular urban void.

Graphic  
Design

The graphic identity of the BMW Guggenheim Lab includes an interactive logo created by graphic designers Sulki & Min from Seoul. Unlike traditional logos, Sulki & Min's design will grow and change through audience interaction on [bmwguggenheimlab.org](http://bmwguggenheimlab.org) over the course of the BMW Guggenheim Lab's first two-year cycle. Reflecting the role of the BMW Guggenheim Lab as a space for the exchange of ideas, the logo will become the metaphorical and virtual representation of worldwide interaction with the theme of *Confronting Comfort* and the larger discourse about cities and urban life.

**NEW YORK BMW GUGGENHEIM LAB**

Location

First Park  
33 East First Street  
(between First and Second Avenues)  
New York City

A New York City Department of Parks & Recreation site.

BMW  
Guggenheim  
Lab Team  
(BGL Team)

**Omar Freilla** (Environmental Justice Activist, Cooperative Developer, Founder and Coordinator of Green Worker Cooperatives, Bronx, New York, USA)  
**Charles Montgomery** (Journalist and Urban Experimentalist, Vancouver, Canada)  
**Olatunbosun Obayomi** (Microbiologist and Inventor, Lagos, Nigeria)

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**Elma van Boxel and Kristian Koreman** (Architects and Urbanists, Founders of ZUS [Zones Urbaines Sensibles], Rotterdam, Netherlands)

**Program Overview** The BGL Team will design public programs, experiments, and an installation exploring how interventions and innovations that decentralize, decelerate, localize, and democratize New Yorkers can reinvent the urban experience, creating a more adaptable and sustainable version of comfort. Audiences will be encouraged to participate and contribute to the answers, ideas, and stories generated by the BMW Guggenheim Lab.

Programming will include unconventional tours exploring the urban fabric, hands-on experiments and how-to workshops, film screenings, and community-based discussions.

**New York BGL Team Key** AgeLab, Massachusetts Institute of Technology (MIT)  
Cambridge, Massachusetts, USA

**Collaborators** Environmental Psychology, The Graduate Center, City University of New York (CUNY)  
New York, USA

Latin Lab, School of Architecture, Planning and Preservation,  
Columbia University  
New York, USA

Poiesis Fellowship, Institute for Public Knowledge, New York University  
New York, USA

THNK, The Amsterdam School of Creative Leadership  
Amsterdam, Netherlands

**Hours** Wednesday–Thursday: 1–9 pm  
Friday: 1–10 pm  
Saturday–Sunday: 10 am–10 pm

**Admission** Admission and all public programs will be free.

### **BMW GUGGENHEIM LAB FABRICATION AND ENGINEERING**

**Super-structure and Installation** NUSSLI Group  
Switzerland/USA

**Structural Engineer** Arup  
Tokyo, Japan

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## **NEW YORK DESIGN, ENGINEERING, AND CONSTRUCTION**

Architect of Record      Fiedler Marciano Architecture  
New York, USA

Structural and Civil Engineer      Arup  
New York, USA

Site Preparation Construction Management      Sciame Construction Co.  
New York, USA

## **PRESS CONTACTS**

Betsy Ennis/Lauren Van Natten  
Solomon R. Guggenheim Museum  
212 423 3840  
[pressoffice@guggenheim.org](mailto:pressoffice@guggenheim.org)

Melissa Parsoff  
Ruder Finn  
212 593 5889  
[parsoffm@ruderfinn.com](mailto:parsoffm@ruderfinn.com)

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BMW Group  
+49 160 905 22122  
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Mature street trees / 能夠沈思與放鬆 / Having at least 800 square foot to myself / Accoglienti aree pedonali a misura d'uomo con posti a sedere / ไม่ไถ่ยืนเสียงรบกวนจาก การจราจรใดๆ ทั้งสิ้น ในขณะที่เดินกำลังนอนหลับ / Being able to wander the streets, regardless of whether it's

Japanese sake / Savoir dans quelle direction marcher sans lire les panneaux / 친한 친구들 / Una cama grande con muchas sábanas limpias y almohadas grandes / 使いやすい公共交通 / Гуляя по улицам уса- жеными красивыми высокими деревьями /

平日信步到熟識店家的水果攤, 熟食店, 以及乾洗店 / Aire acondicionado / ledereen wordt een deel van hun buurt, een deel van de sociale omgeving / ni ayika ogbon ati oye / Knowing I can escape / Or- dered chaos / Está sem- pre movi- mentada / Sushi lunchbox special / Empty seat on the subway /

## BMW GUGGENHEIM LAB

### Advisory Committee

Daniel Barenboim  
Elizabeth Diller  
Nicholas Humphrey  
Muchadeyi Ashton Masunda  
Enrique Peñalosa  
Juliet Schor  
Rirkrit Tiravanija  
Wang Shi

### Advisory Committee Cycle 1

**Daniel Barenboim** gave his international debut performance as a solo pianist in Vienna and Rome in 1953, at the age of ten. As a youth, he took part in conducting classes in Salzburg under Igor Markevich and studied harmony and composition with Nadia Boulanger in Paris for two years.

Barenboim's conducting debut took place in 1967 in London with the Philharmonia Orchestra, and six years later he gave his debut as an opera conductor at the Edinburgh Festival with Mozart's *Don Giovanni*. He has since been in great demand with leading orchestras around the world. He has served as principal conductor of the Orchestre de Paris (1975–89); music director (1991–2006) and honorary conductor for life (2006–) of the Chicago Symphony Orchestra; artistic director (1992–2002) and general music director (1992–) of the Staatsoper Unter den Linden; principal conductor for life of the Staatskapelle Berlin (2000–); and *maestro scaligero* of the Teatro alla Scala in Milan (2007–).

In 1999 Barenboim and Palestinian literary scholar Edward Said set up the West-Eastern Divan Orchestra, which brings together young musicians from Israel and the Arab countries every summer. The orchestra seeks to enable a dialogue between the various cultures of the Middle East and to promote this through the experience of making music together. Barenboim has also initiated a project for music education in the Palestinian territories, which includes the foundation of a music kindergarten as well as a Palestinian youth orchestra.

In 2002 Barenboim and Said were awarded the Príncipe de Asturias Prize for their peace efforts. Barenboim has received numerous other important awards for his contributions to peace, tolerance, and international understanding, among them the Tolerance Prize by the Evangelische Akademie Tutzing, the Peace Prize by the Korn and Gerstenmann Foundation in Frankfurt, the Moses Mendelssohn Medal, the Buber-Rosenzweig-Medal, the Hessische Friedenspreis, and the Preis des Westfälischen Friedens. He has been presented with Germany's Großes Verdienstkreuz mit Stern, the Goethe Medal, and the Cravate de Commandeur dans l'Ordre national de la Légion d'Honneur. For his achievements in music, he has received the Wolf Foundation's Arts Prize; the

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New York, NY 10014  
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Kulturgroschen, the highest honor awarded by the Deutscher Kulturrat; the international Ernst von Siemens Musikpreis; Japan's Praemium Imperiale; and the German Kulturpreis. In 2003 Barenboim, the Staatskapelle Berlin, and the chorus of the Staatsoper Unter den Linden were awarded a Grammy for their recording of Wagner's *Tannhäuser*. He and the Staatskapelle were also honored with the Wilhelm-Furtwängler-Preis the same year.

In 2006 Barenboim was invited to deliver the BBC Reith Lectures, and a six-part lecture series at Harvard University as Charles Eliot Norton Professor. United Nations Secretary General Ban Ki-moon named Barenboim a U.N. Messenger of Peace the following year. Barenboim has received honorary degrees from the University of Oxford and the Royal Academy of Music in London and is the author of a number of books: an autobiography, *A Life in Music; Parallels and Paradoxes*, which he wrote with Edward Said; *Everything Is Connected*; and, with Patrice Chéreau, *Dialoghi su musica e teatro: Tristano e Isotta*.

**Elizabeth Diller** is a founding principal of Diller Scofidio + Renfro, a seventy-person interdisciplinary design studio that integrates architecture, the visual arts, and the performing arts. Diller attended the Cooper Union School of Art and received a bachelor of architecture degree from the Cooper Union School of Architecture. She is a professor of architecture at Princeton University.

Diller Scofidio + Renfro's international body of work includes the recent redesign of Lincoln Center for the Performing Arts in New York, including the redesign of Alice Tully Hall, the renovation and expansion of the Juilliard School, the expansion of the School of American Ballet, Public Spaces Project, and the Hygar Pavilion Lawn and Restaurant; the High Line, an urban park situated on an obsolete elevated railway stretching 1.5 miles through the Chelsea area of New York; the Institute of Contemporary Art on Boston's waterfront; the Creative Arts Center at Brown University; and the Blur Building, built on Lake Neuchâtel for the 2002 Swiss Expo. Currently in design: the Broad Art Foundation museum in downtown Los Angeles; Berkeley Art Museum and Pacific Film Archive at the University of California, Berkeley; Columbia University Graduate School of Business in New York; Museum of Image and Sound on Copacabana beach in Rio de Janeiro; Dongguan Factory and Housing Complex in Shenzhen, China; and a seasonal event space for the Hirshhorn Museum and Sculpture Garden on the National Mall in Washington, D.C.

In 1999 Diller and Ricardo Scofidio received a MacArthur Foundation "genius" grant for their commitment to integrating architecture with issues of contemporary culture. They were recently made fellows of the Royal Institute of British Architects and were inducted into the American Academy of Arts and Sciences in 2008. For their contribution to art and design, Diller and Scofidio were named among *Time* magazine's one hundred most influential people of 2009. Other prestigious awards and honors received by Diller Scofidio + Renfro include the National Design Award from the Smithsonian, the Arnold W. Brunner Memorial Prize from the American Academy of Arts and Letters, an Obie for Creative Achievement in Off-Broadway Theater, the AIA President's Award, the AIA Medal

of Honor, and AIA Honor Awards for Alice Tully Hall, the Hypar Pavilion, the School of American Ballet, Lincoln Center Public Spaces, the Institute of Contemporary Art, Brown University Creative Arts Center, and the High Line. In 2003 the Whitney Museum of American Art in New York held a retrospective of the studio's work, recognizing the firm's unorthodox practice. In early 2009 all three partners were featured in a one-hour segment on *Charlie Rose*. In 2010 *Fast Company* named Diller Scofidio + Renfro the most innovative design practice in the profession and among the fifty most innovative companies in the world.

**Nicholas Humphrey** is a theoretical psychologist, based in Cambridge, who is known for his work on the evolution of human intelligence and consciousness. His interests are wide-ranging. He studied mountain gorillas with Dian Fossey in Rwanda, was the first to demonstrate the existence of "blindsight" after brain damage in monkeys, proposed the celebrated theory of the "social function of intellect," and is the only scientist ever to edit the literary journal *Granta*. His many books include *Consciousness Regained*, *A History of the Mind*, *Leaps of Faith*, *Seeing Red*, and most recently *Soul Dust*. He has been the recipient of several honors, including the Martin Luther King Memorial Prize, the British Psychological Society's Book Award, and the Pufendorf medal. He has been a lecturer in psychology at Oxford University, assistant director of the Sub-Department of Animal Behaviour at the University of Cambridge, senior research fellow in parapsychology at the University of Cambridge, professor of psychology at the New School for Social Research, New York, and school professor at the London School of Economics.

**Muchadeyi Ashton Masunda** is mayor of Harare, capital of Zimbabwe. He holds a bachelor of law (honors) degree from the University of Zimbabwe and is a fellow and accredited tutor of the Chartered Institute of Arbitrators in the United Kingdom. His extensive experience in business, law, and arbitration includes twelve years as a practicing attorney, four years as the founding executive director of the Commercial Arbitration Centre in Harare, and nearly three years as the chief executive of Associated Newspapers of Zimbabwe, publishers of *The Daily News* and *The Daily News on Sunday*. He is chairman of twelve companies and director of two. He also serves on the international panel of arbitrators for the Court of Arbitration for Sport in Lausanne, and has served as chairman and/or director of a number of corporate, professional, educational, charitable, and sporting organizations in Zimbabwe.

Masunda has presented papers on local government, corporate governance, and arbitration both nationally and internationally. In March 2010 he was elected vice president for the Southern Africa region of the United Cities and Local Governments of Africa (UCLGA), and in October 2010 as co-president of the international United Cities and Local Governments (UCLG). Masunda is also a member of the United Nations Advisory Committee of Local Authorities.

**Enrique Peñalosa** is an influential thinker in the design of livable cities, with a particular interest in the relationship between urban design and sustainability, mobility, equity, public space, and well-being. His vision and proposals have influenced policy in cities throughout the world. As mayor of Bogotá, capital of Colombia, between 1998 and 2000, Peñalosa implemented profound changes—many of them the first of their kind in the Americas—that transformed the seven-million-inhabitant city and the attitude of its citizens toward it. In addition to vast improvements to the city's slums and the construction of schools, nurseries, and libraries, he restricted car use, created a three-hundred-kilometer network of bicycle paths, and radically improved pedestrian facilities. More than a hundred kilometers of pedestrian-only streets and greenways were created, including Porvenir Promenade, a twenty-four-kilometer pedestrian-and-bicycle-only street through the city's poorest neighborhoods, and Juan Amarillo Greenway, a pedestrian street that connects the richest and poorest neighborhoods of the capital. Inspired by Curitiba, Brazil, he created the TransMilenio bus system, which has served as a model for many other cities and is now considered the best bus system in the world.

Peñalosa has lectured at universities throughout the world, as well as at environmental, urban, and managerial forums. His work and ideas, as well as his articles, have been featured in publications in many countries. He holds a bachelor of arts degree in economics and history from Duke University, a master's degree in government from the Institute Internationale d'Administration Public (IIAP) in Paris, and a DESS in public administration from the Université de Paris II. He was a visiting scholar at New York University for three years and has taught at several Colombian universities. He is currently an urban vision and sustainability strategy consultant, working with local, regional, and national governments as well as other organizations all over the world, and is president of the board of directors of the Institute for Transportation and Development Policy (ITDP).

**Juliet Schor** is professor of sociology at Boston College. She is also a member of the MacArthur Foundation Connected Learning Research Network. Before joining Boston College, she taught at Harvard University for seventeen years, in the Department of Economics and the Committee on Degrees in Women's Studies. A graduate of Wesleyan University, Schor received her PhD in economics at the University of Massachusetts.

Her most recent book is *Plenitude: The New Economics of True Wealth*. Previous books include national best-seller *The Overworked American: The Unexpected Decline of Leisure* and *The Overspent American: Why We Want What We Don't Need*. *The Overworked American* appeared on the best-seller lists of *The New York Times*, *Publisher's Weekly*, *The Chicago Tribune*, *The Village Voice*, and *The Boston Globe*, as well as the annual best books lists of *The New York Times*, *Business Week*, and other publications. The book is widely credited for influencing the national debate on work and family. *The Overspent American* was made into a video of the same name by the Media Education Foundation.

**Solomon R.  
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345 Hudson Street, 12th floor  
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Schor also wrote *Born to Buy: The Commercialized Child and the New Consumer Culture*. She is the author of *Do Americans Shop Too Much?* and co-editor of *Consumer Society: A Reader* and *Sustainable Planet: Solutions for the Twenty-first Century*. An essay collection, *Consumerism and Its Discontents*, is forthcoming from Oxford University Press in 2011. She has also co-edited a number of academic collections.

Schor is a former Guggenheim Fellow and recipient of the George Orwell Award for Distinguished Contribution to Honesty and Clarity in Public Language from the National Council of Teachers of English. In 2006 she received the Leontief Prize from the Global Development and Environment Institute at Tufts University for expanding the frontiers of economic thought. She has served as a consultant to the United Nations, at the World Institute for Development Economics Research, and to the United Nations Development Program.

Schor is currently working on issues of environmental sustainability and their relation to Americans' lifestyles and the economy and the emergence of a conscious consumption movement. She is a co-founder and co-chair of the board of the Center for a New American Dream, a national sustainability organization.

In addition to the foregoing, Schor is a co-founder of the South End Press and the Center for Popular Economics. She is a former trustee of Wesleyan University, an occasional faculty member at Schumacher College, and a former fellow of the Brookings Institution. Schor has lectured widely throughout the United States, Europe, and Japan to a variety of civic, business, labor, and academic groups. She appears frequently in national and international media and on network news programs, and profiles on her and her work have appeared in scores of magazines and newspapers.

Born in Buenos Aires, the Thai artist **Rirkrit Tiravanija** is widely recognized as one of the most influential artists of his generation. His work defies media-based description, as his practice combines traditional object making, public and private performances, teaching, and other forms of public service and social action. Winner of the 2010 Absolut Art Award and the 2005 Hugo Boss Prize awarded by the Guggenheim Museum, Tiravanija has also been awarded the Benesse Prize by the Naoshima Contemporary Art Museum in Japan and the Smithsonian American Art Museum's Lucelia Artist Award.

Tiravanija recently had a retrospective exhibition at the Kunsthalle Bielefeld. A previous retrospective exhibition was presented by the Museum Boijmans Van Beuningen in Rotterdam and then traveled to Paris and London. Tiravanija is on the faculty of the School of the Arts at Columbia University, and is a founding member and curator of Utopia Station, a collective project involving artists, art historians, and curators. He is also president of an educational-ecological project known as the Land Foundation in Chiang Mai, Thailand, and is part of a collective alternative space called VER, in Bangkok, where he maintains his primary residence and studio.

**Wang Shi** is a prominent Chinese business leader who has served as an official of several associations in the fields of real estate and commerce. In 2009 he was named Business Leader of the Decade by CCTV, an award presented every ten years to the ten most influential business leaders in China, selected from among one hundred award winners. In 2010 he was chosen by the Chinese edition of *Fortune* as one of the twenty-five most influential business leaders in China.

In 1984 Wang established the Shenzhen Exhibition Center of Modern Science and Education Equipment, the predecessor of China Vanke Co., Ltd., which is at present the largest professional residential dwelling developer in China. In 1991 Vanke became the second listed company traded on the Shenzhen Stock Exchange. As owner of China Vanke and chairman of its Board of Directors, Wang ensures that his company follows his philosophy of placing moral ethics above commercial interests. On the strength of its corporate governance and ethics, the company has been awarded the title of China's Most Esteemed Enterprise on seven occasions. In 2009 the company was included on *Forbes* magazine's list of the top fifty listed companies in Asia. Since its founding, Vanke has consistently espoused the notion of a "healthy and enriching life," offering ongoing development prospects and opportunities for its staff to encourage its employees to grow with the company. The company was the only property developer among the ten companies named as 2009 Best Employers in China by Hewitt Associates. Vanke currently has more than 17,600 employees.

Wang is regarded as an authority on the practice of the Chinese private sector, and in recent years has been invited to present numerous public addresses at prestigious tertiary institutions in China and abroad, as well as to organizations such as the Shanghai Stock Exchange, China Real Estate Association, and U.S. Green Building Council. He was also recognized with an Oscar for eco-protection, one of the highest global honors in the area of urban reconstruction and community management, endorsed by the United Nations Environment Program (UNEP) and held under the auspices of the International Federation of Parks and Recreation Administration (IFPRA).

From 2007 to 2009 Wang was director of the Society of Entrepreneurs and Ecology (SEE), one of the largest nongovernmental environmental protection organizations in China. He is currently acting as an independent director for numerous publicly listed and nonlisted companies, serves as a part-time EMBA lecturer at the Hong Kong University of Science and Technology, and is an honorary governing councillor of the China Entrepreneur Club.

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## BMW Guggenheim Lab Team (BGL Team) New York

### Omar Freilla

Raised in the South Bronx, where he continues to live, Omar Freilla is passionate about creating a green and democratic economy. He is nationally recognized as a leading voice for worker ownership, green jobs, and environmental justice and is founder and coordinator of Green Worker Cooperatives, an organization dedicated to incubating green and worker-owned businesses in the South Bronx. Freilla brings to his work years of experience challenging environmental injustices, supporting the development of worker-owned businesses, and creating opportunities for reflection on power and privilege. His writings have appeared in numerous books, blogs, and articles, and he has been featured in several documentaries, including Leonardo DiCaprio's environmental documentary *The 11th Hour*. Additionally, he has received numerous awards for his work, including the Rockefeller Foundation's Jane Jacobs Medal for New Ideas and Activism. He holds a master's degree in environmental science from Miami University of Ohio and a bachelor of science degree from Morehouse College, where he founded the organization Black Men for the Eradication of Sexism.

### Charles Montgomery

Journalist and urban experimentalist Charles Montgomery has discovered a striking relationship between the design of our minds and the design of our cities, a concept he lays out in his forthcoming book *Happy City*. Montgomery's writings on urban planning, psychology, culture, and history have appeared in magazines and journals on three continents. His first book, *The Last Heathen* (published internationally as *The Shark God*), won the 2005 Charles Taylor Prize for Literary Non-Fiction and praise from reviewers in *The New York Times*, *The Guardian*, and elsewhere. Among his numerous awards is a Citation of Merit for outstanding contribution toward public understanding of climate change science from the Canadian Meteorological and Oceanographic Society. Montgomery has advised and lectured planners, students, and decision-makers across Canada, the United States, and England. He has also used insights in happiness science to drive experiments that help citizens transform their relationships with each other and their cities. In 2010 his Home for the Games initiative tested the limits of trust, convincing hundreds of residents to open their homes to strangers during the

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345 Hudson Street, 12th floor  
New York, NY 10014  
Phone +1 212 423 3500

Vancouver 2010 Olympics. His message is as surprising as it is hopeful: Doomsayers have warned that action to tackle the urgent challenges of climate change and energy scarcity will lead us into decades of hardship and sacrifice, but there is evidence to suggest the opposite—that the green city, the low-carbon city, and the happy city are exactly the same place.

### **Olatunbosun Obayomi**

Olatunbosun Obayomi is a bioenergy inventor and founder of Bio Applications Initiative in Lagos, Nigeria. This initiative focuses on the production of energy from organic waste, using a green biogas technology to solve pressing needs related to energy supply, food production, and sanitation in the developing world. Obayomi has produced simple biogas plants for converting paper, animal, and human waste into energy. He has also retrofitted a conventional septic tank into a biogas plant. A graduate of microbiology from Olabisi Onabanjo University in Nigeria, Obayomi is a member of the American Society for Microbiology (ASM). He was a TEDGlobal Fellow in 2010 and a TEDIndia Fellow in 2009. His efforts have been celebrated in Nigeria as well; in 2008 he was honored with the Nigerian Youth Leadership Award, presented by LEAP Africa. His research work spans hydrogen biogas reactors, ecological engines, and microbial fuel cells.

### **ZUS [Zones Urbaines Sensibles]**

#### **Elma van Boxel and Kristian Koreman**

ZUS [Zones Urbaines Sensibles] was founded in Rotterdam by Elma van Boxel and Kristian Koreman in 2001. Van Boxel and Koreman collaborate on designs and research studies in the fields of architecture, urbanism, and landscape design. They head an international team of architects, urban planners, designers, and landscape architects. Realized projects include the landscape design for the Dutch Pavilion at World Expo 2010 in Shanghai; a waterfront park along the Huangpu River, also for the Shanghai World Expo; the park Printemps à Grand Bigard in Brussels; and the Spiegelzee exhibition pavilion, a temporary structure designed to travel to various locations on the Dutch coast. ZUS has also designed various urban plans. Construction will soon begin on their plan for Almere Duin, a large multiuse coastal district in the Netherlands; Tide City is a proposal for a floating urban structure on the Dutch delta. Van Boxel and Koreman, who have curated exhibitions and published widely, both teach and lecture at universities and schools in the Netherlands and abroad, including the Berlage Institute, TU Delft, Film Academy Amsterdam, Hong Kong University, and Universiteit Gent. They are both members of the Rotterdam Board for Spatial Quality. For their cross-disciplinary approach and constant reflection on the thin border between private and public space, the duo received the prestigious Maaskant Prize for Young Architects in 2007. Van Boxel and Koreman are part of the curatorial team for the International Architecture Biennale Rotterdam 2012 and founders of INSIDE, a new master's program for interior architecture at the Koninklijke Academie van Beeldende Kunsten in the Hague.



# BMW GUGGENHEIM LAB

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May 6, 2011

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### CYCLE 1 BMW GUGGENHEIM LAB



#### BMW Guggenheim Lab

Architects' model, New York City site

View from Houston Street, showing a workshop setting

Photo: courtesy Atelier Bow-Wow



#### BMW Guggenheim Lab

Architects' model, New York City site

Communal dinner setting

Photo: courtesy Atelier Bow-Wow



**BMW Guggenheim Lab**  
 Architects' model, New York City site  
 View from Houston Street, showing a discussion setting  
 Photo: courtesy Atelier Bow-Wow



**BMW Guggenheim Lab**  
 Architects' model, New York City site  
 View from Houston Street  
 Photo: courtesy Atelier Bow-Wow



**BMW Guggenheim Lab**  
 Architects' model, New York City site  
 Discussion setting  
 Photo: courtesy Atelier Bow-Wow



**BMW Guggenheim Lab**  
 Architects' model, New York City site  
 View from Houston Street and Second Avenue, showing cafe structure, garden, and main BMW Guggenheim Lab structure (in background)  
 Photo: courtesy Atelier Bow-Wow

## CYCLE 1 ARCHITECT



### **Atelier Bow-Wow (Tokyo)**

Yoshiharu Tsukamoto and Momoyo Kaijima of Atelier Bow-Wow, design architects for Cycle 1 of the BMW Guggenheim Lab  
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## CYCLE 1 GRAPHIC DESIGNER

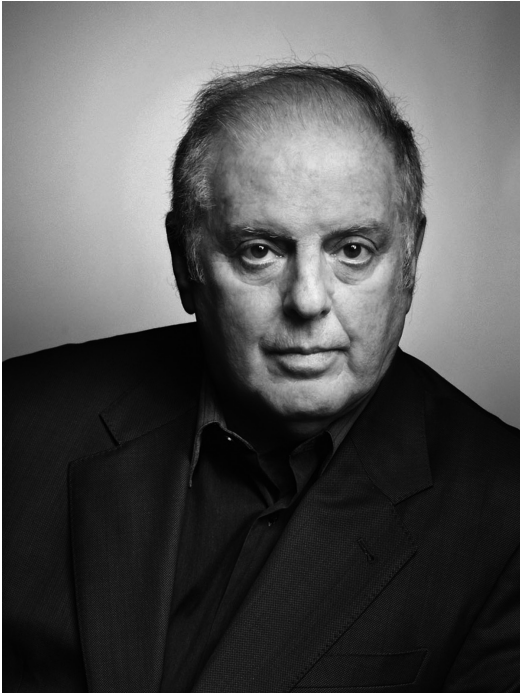


### **Sulki & Min (Seoul)**

Min Choi and Sulki Choi of Sulki & Min, graphic designers for Cycle 1 of the BMW Guggenheim Lab  
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## CYCLE 1 ADVISORY COMMITTEE



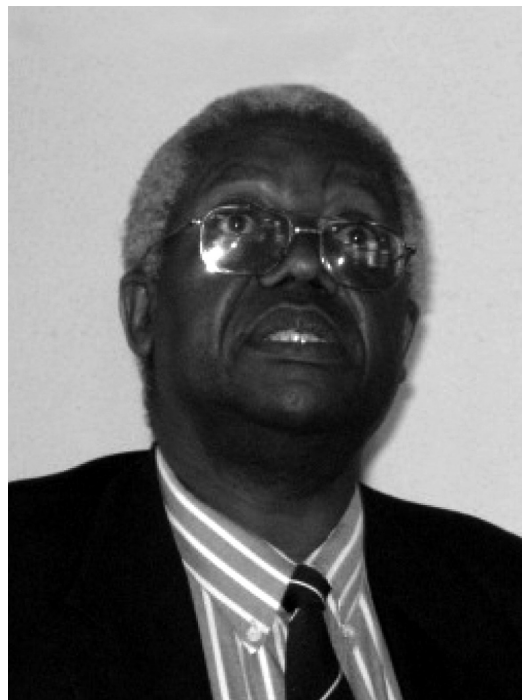
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Conductor and pianist  
BMW Guggenheim Lab Advisor  
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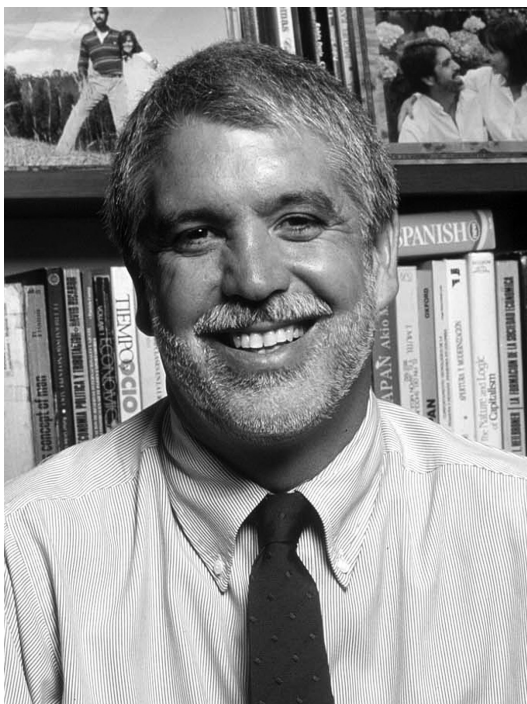
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Principal, Diller Scofidio + Renfro  
BMW Guggenheim Lab Advisor  
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**Nicholas Humphrey**  
Emeritus Professor, London School of Economics  
BMW Guggenheim Lab Advisor  
Photo: courtesy Nicholas Humphrey  
*Max size 4"x5" at 300 dpi.*



**Muchadeyi Ashton Masunda**  
Mayor, Harare, Zimbabwe  
BMW Guggenheim Lab Advisor  
Photo: courtesy Muchadeyi Ashton Masunda  
*Max size 4"x5" at 300 dpi.*



**Enrique Peñalosa**

President of the Board of Directors, ITDP (Institute for Transportation and Development Policy)

Former Mayor, Bogotá, Colombia

BMW Guggenheim Lab Advisor

Photo: courtesy Enrique Peñalosa

*Max size 4"x5" at 300 dpi.*



**Juliet Schor**

Professor of Sociology, Boston College

BMW Guggenheim Lab Advisor

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*Max size 4"x5" at 300 dpi.*



**Rirkrit Tiravanija**

Artist

BMW Guggenheim Lab Advisor

Photo: courtesy Rirkrit Tiravanija

*Max size 4"x5" at 300 dpi.*



**Wang Shi**

Chairman of the Board of Directors, China Vanke Co., Ltd.

BMW Guggenheim Lab Advisor

Photo: courtesy Wang Shi

*Max size 4"x5" at 300 dpi.*



## NEW YORK BMW GUGGENHEIM LAB TEAM



**Omar Freilla**

Environmental activist and cooperative developer  
Founder and Coordinator, Green Worker Cooperatives  
BMW Guggenheim Lab Team Member – New York  
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**Charles Montgomery**

Journalist and urban experimentalist  
BMW Guggenheim Lab Team Member – New York  
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**Olatunbosun Obayomi**

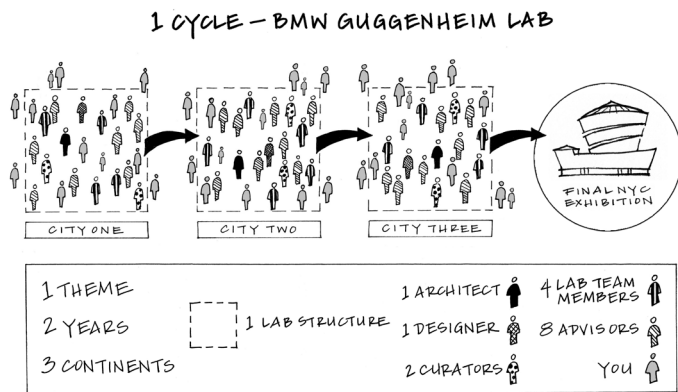
Microbiologist and inventor  
Founder, Bio Applications Initiative  
BMW Guggenheim Lab Team Member – New York  
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**Elma van Boxel and Kristian Koreman, ZUS [Zones Urbaines Sensibles]**

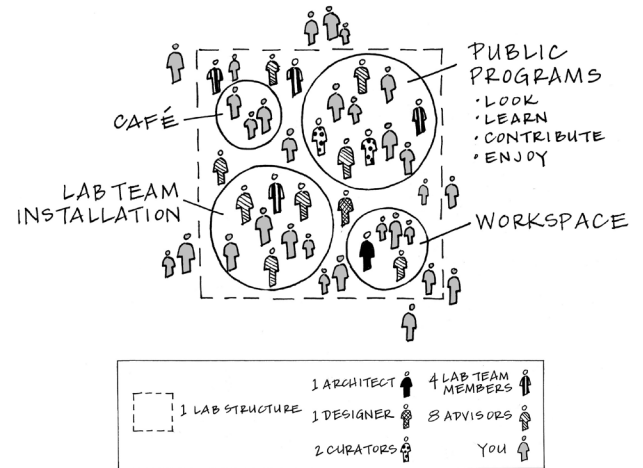
Architects and urbanists  
BMW Guggenheim Lab Team Members – New York  
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## DIAGRAMS



**Diagram illustrating one cycle of the BMW Guggenheim Lab**  
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## 1 VENUE – BMW GUGGENHEIM LAB



**Diagram illustrating one venue of the BMW Guggenheim Lab**  
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## GRAPHIC IDENTITY

Mature street  
trees / 能夠  
沈思與放鬆 /  
Having at  
least 800  
square foot  
to myself /  
Accoglienti  
aree pedona-  
li a misura  
d'uomo con  
posti a sede-  
re / ไม่ไถ่ยืน  
เสียงรบกวนจา  
การจราจรใดๆ ทั้งสิ้น ในขณะที่  
ที่ฉันกำลังนอนหลับ / Being  
able to wander the streets,  
regardless of whether it's

Japanese  
sake / Savoir  
dans quelle  
direction mar-  
cher sans lire  
les panneaux  
moim traw- / 친한 친구들  
niku / Una  
cama grande  
con muchas  
sábanas lim-  
pias y almo-  
hadas grandes /  
使いやすい公共交通 /  
Гуляя по улицам уса-  
женными красивыми  
высокими  
деревьями /

平日信步到熟  
識店家的水果  
攤, 熟食店,  
以及乾洗店 /  
گوناگونی مردم و  
تنوع ساختمان  
های یک شهر  
است که آنرا گرم  
و دلنشین می  
سازد / חלקית  
דשא לנוח עליה  
בסופ"ש /  
أوجه التشابه بين  
مدينتك أو مدن  
مختلفة / Traffic  
lights turning  
all green at  
once in sync

/ Aire acon-  
dicionado /  
ledereen wordt  
een deel van hun  
buurt, een  
deel van de  
sociale om-  
geving / ni ayi-  
ka ogbon ati  
oye / Knowing I  
can escape / Or-  
dered chaos  
/ Está sem-  
pre movi-  
mentada / Sushi  
lunchbox special  
/ Empty seat on  
the subway /

### BMW Guggenheim Lab Cycle 1 logo

Designer: Sulki & Min, Seoul, South Korea

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# BMW GUGGENHEIM LAB

### BMW Guggenheim Lab word mark

Designer: Sulki & Min, Seoul, South Korea

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## PRESS CONTACTS

Betsy Ennis  
Guggenheim Museum  
212 423 3840  
pressoffice@guggenheim.org

Melissa Parsoff  
Ruder Finn  
212 593 5889  
parsoffm@ruderfinn.com

Thomas Girst  
BMW Group  
+49 160 905 22122  
thomas.girst@bmw.de



# BMW GUGGENHEIM LAB

## PRESS VIDEOS

May 6, 2011

## VIDEO INSTRUCTIONS

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Video: courtesy Atelier Bow-Wow

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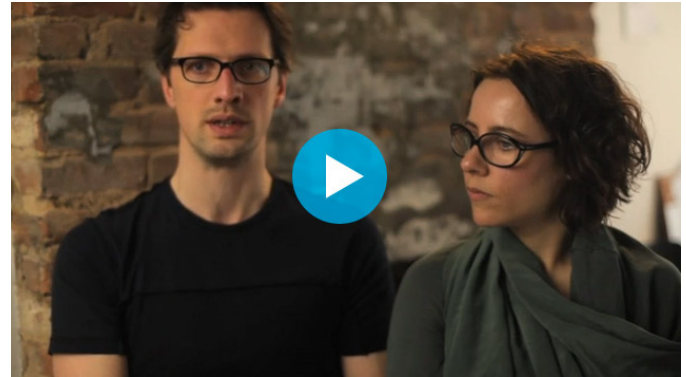


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Betsy Ennis  
Guggenheim Museum  
212 423 3840  
[pressoffice@guggenheim.org](mailto:pressoffice@guggenheim.org)

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BMW Group  
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# BMW GUGGENHEIM LAB

## PRESS IMAGES

May 6, 2011

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### CYCLE 1 BMW GUGGENHEIM LAB



#### BMW Guggenheim Lab

Architects' model, New York City site

View from Houston Street, showing a workshop setting

Photo: courtesy Atelier Bow-Wow



#### BMW Guggenheim Lab

Architects' model, New York City site

Communal dinner setting

Photo: courtesy Atelier Bow-Wow





**BMW Guggenheim Lab**  
 Architects' model, New York City site  
 View from Houston Street, showing a discussion setting  
 Photo: courtesy Atelier Bow-Wow



**BMW Guggenheim Lab**  
 Architects' model, New York City site  
 View from Houston Street  
 Photo: courtesy Atelier Bow-Wow



**BMW Guggenheim Lab**  
 Architects' model, New York City site  
 Discussion setting  
 Photo: courtesy Atelier Bow-Wow



**BMW Guggenheim Lab**  
 Architects' model, New York City site  
 View from Houston Street and Second Avenue, showing cafe structure, garden, and main BMW Guggenheim Lab structure (in background)  
 Photo: courtesy Atelier Bow-Wow

## CYCLE 1 ARCHITECT



### **Atelier Bow-Wow (Tokyo)**

Yoshiharu Tsukamoto and Momoyo Kaijima of Atelier Bow-Wow, design architects for Cycle 1 of the BMW Guggenheim Lab  
© Atelier Bow-Wow

## CYCLE 1 GRAPHIC DESIGNER



### **Sulki & Min (Seoul)**

Min Choi and Sulki Choi of Sulki & Min, graphic designers for Cycle 1 of the BMW Guggenheim Lab  
© Sulki & Min

## CYCLE 1 ADVISORY COMMITTEE



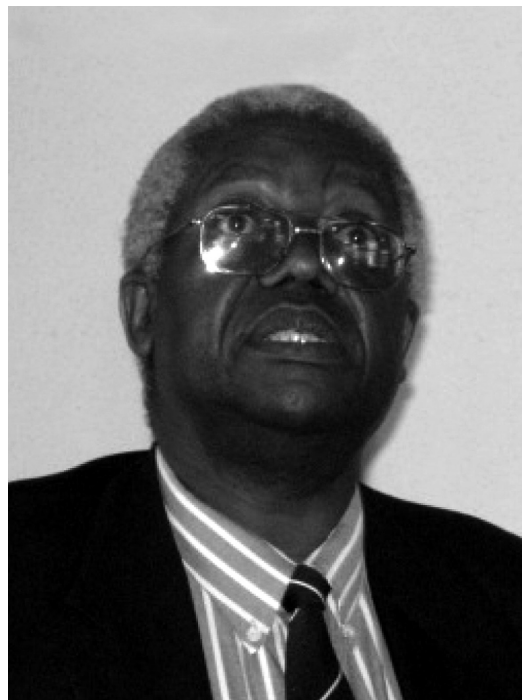
**Daniel Barenboim**  
Conductor and pianist  
BMW Guggenheim Lab Advisor  
© Peter Adamik  
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**Elizabeth Diller**  
Principal, Diller Scofidio + Renfro  
BMW Guggenheim Lab Advisor  
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**Nicholas Humphrey**  
Emeritus Professor, London School of Economics  
BMW Guggenheim Lab Advisor  
Photo: courtesy Nicholas Humphrey  
*Max size 4"x5" at 300 dpi.*



**Muchadeyi Ashton Masunda**  
Mayor, Harare, Zimbabwe  
BMW Guggenheim Lab Advisor  
Photo: courtesy Muchadeyi Ashton Masunda  
*Max size 4"x5" at 300 dpi.*





**Enrique Peñalosa**

President of the Board of Directors, ITDP (Institute for Transportation and Development Policy)

Former Mayor, Bogotá, Colombia

BMW Guggenheim Lab Advisor

Photo: courtesy Enrique Peñalosa

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**Juliet Schor**

Professor of Sociology, Boston College

BMW Guggenheim Lab Advisor

© Gary Gilbert

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**Rirkrit Tiravanija**

Artist

BMW Guggenheim Lab Advisor

Photo: courtesy Rirkrit Tiravanija

*Max size 4"x5" at 300 dpi.*



**Wang Shi**

Chairman of the Board of Directors, China Vanke Co., Ltd.

BMW Guggenheim Lab Advisor

Photo: courtesy Wang Shi

*Max size 4"x5" at 300 dpi.*

## NEW YORK BMW GUGGENHEIM LAB TEAM



### **Omar Freilla**

Environmental activist and cooperative developer  
Founder and Coordinator, Green Worker Cooperatives  
BMW Guggenheim Lab Team Member – New York  
© 2011 The Solomon R. Guggenheim Foundation, New York



### **Charles Montgomery**

Journalist and urban experimentalist  
BMW Guggenheim Lab Team Member – New York  
© 2011 The Solomon R. Guggenheim Foundation, New York



### **Olatunbosun Obayomi**

Microbiologist and inventor  
Founder, Bio Applications Initiative  
BMW Guggenheim Lab Team Member – New York  
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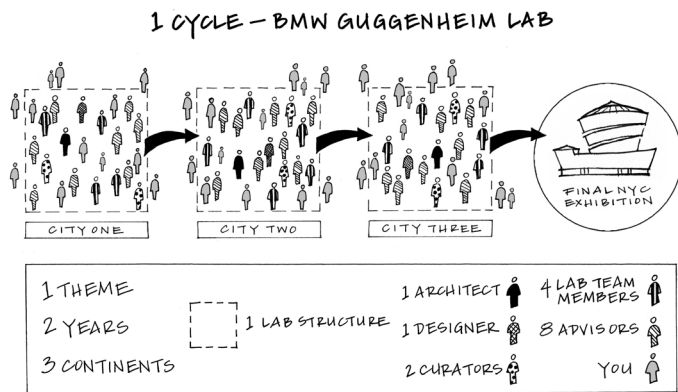


### **Elma van Boxel and Kristian Koreman, ZUS [Zones Urbaines Sensibles]**

Architects and urbanists  
BMW Guggenheim Lab Team Members – New York  
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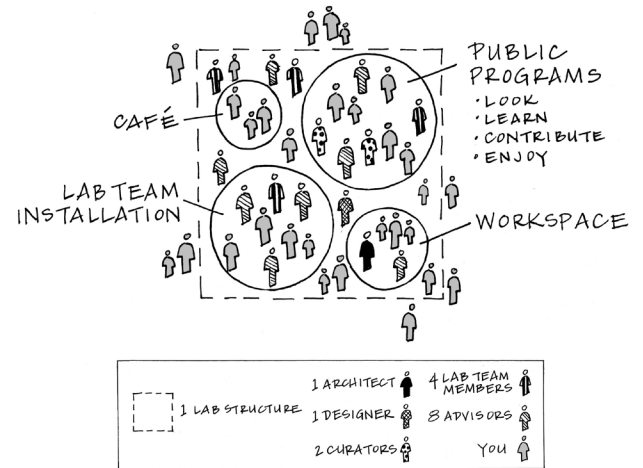


## DIAGRAMS



**Diagram illustrating one cycle of the BMW Guggenheim Lab**  
© 2010 The Solomon R. Guggenheim Foundation, New York

## 1 VENUE – BMW GUGGENHEIM LAB



**Diagram illustrating one venue of the BMW Guggenheim Lab**  
© 2010 The Solomon R. Guggenheim Foundation, New York

## GRAPHIC IDENTITY

Mature street  
trees / 能夠  
沈思與放鬆 /  
Having at  
least 800  
square foot  
to myself /  
Accoglienti  
aree pedona-  
li a misura  
d'uomo con  
posti a sede-  
re / ไม่ไถ่ยืน  
เสียงรบกวนจา  
การจราจรใดๆ ทั้งสิ้น ในขณะที่  
ที่ฉันกำลังนอนหลับ / Being  
able to wander the streets,  
regardless of whether it's

Japanese  
sake / Savoir  
dans quelle  
direction mar-  
cher sans lire  
les panneaux  
moim traw- / 친한 친구들  
niku / Una  
cama grande  
con muchas  
sábanas lim-  
pias y almo-  
hadas grandes /  
使いやすい公共交通 /  
Гуляя по улицам уса-  
женными красивыми  
высокими  
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平日信步到熟  
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های یک شهر  
است که آنرا گرم  
و دلنشین می  
سازد / חלקית  
דשא לנוח עליה  
בסופ"ש /  
أوجه التشابه بين  
مدینتك أو مدن  
مختلفة / Traffic  
lights turning  
all green at  
once in sync

/ Aire acon-  
dicionado /  
ledereen wordt  
een deel van hun  
buurt, een  
deel van de  
sociale om-  
geving / ni ayi-  
ka ogbon ati  
oye / Knowing I  
can escape / Or-  
dered chaos  
/ Está sem-  
pre movi-  
mentada / Sushi  
lunchbox special  
/ Empty seat on  
the subway /

### BMW Guggenheim Lab Cycle 1 logo

Designer: Sulki & Min, Seoul, South Korea

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## PRESS CONTACTS

Betsy Ennis  
Guggenheim Museum  
212 423 3840  
pressoffice@guggenheim.org

Melissa Parsoff  
Ruder Finn  
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# BMW GUGGENHEIM LAB

## PRESS VIDEOS

May 6, 2011

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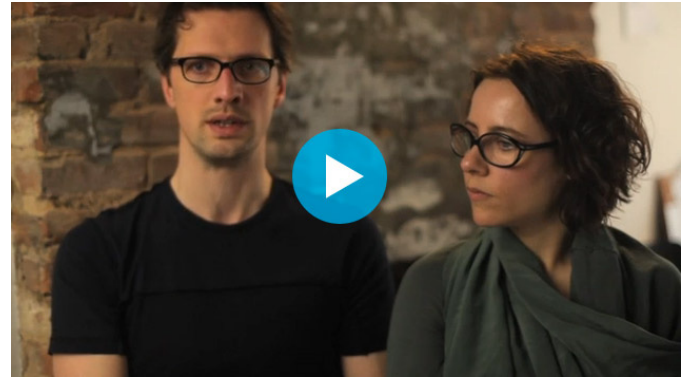


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# **BMW Group Cultural Communications.**

## **Contents and Programmes.**





# BMW Group Cultural Communications. International Involvement.

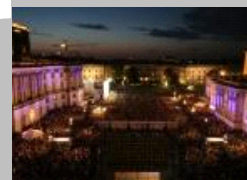
## BMW Cultural Communications



**Architecture  
&  
Design**



**Classical Music  
&  
Jazz**



**Modern & Contemporary  
Art**



- Cultural Communications as an essential integral part of Corporate Communications
- The BMW Group employs more than 100,000 people worldwide and is culturally involved on all continents
- More than 100 projects and cultural events over a period of nearly 40 years thanks to BMW

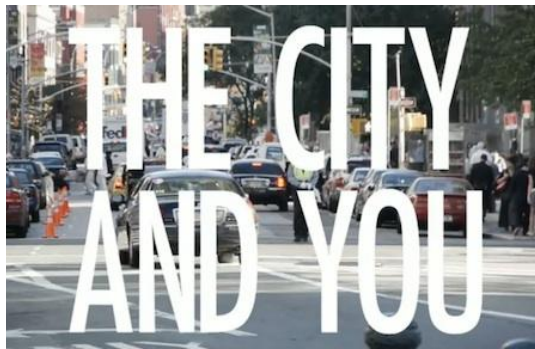
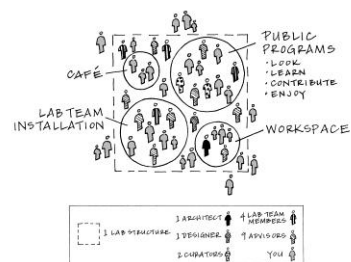
# BMW Group Cultural Communications. Modern and Contemporary Art.



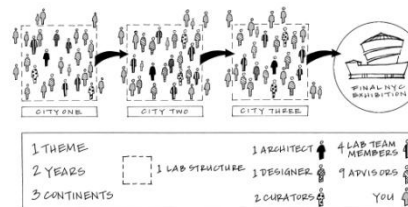
# BMW Group Cultural Communications. BMW Guggenheim Lab.

- New global initiative of Guggenheim Foundation and the BMW Group
- A six-year programme of travelling laboratories for urban experiments and public programming
- First lab entitled “Confronting Comfort” launches in New York in 2011 and begins a two-year-journey to cities around the world
- Architect of first BMW Guggenheim Lab: Atelier Bow-Wow (Tokyo)
- Named as Graphic Designer: Sulki & Min (Seoul)

1 VENUE - BMW GUGGENHEIM LAB



1 CYCLE - BMW GUGGENHEIM LAB

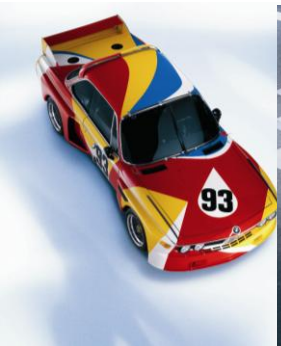




# BMW Group Cultural Communications.

## BMW Art Car Collection.

- 1975:** First BMW Art Car by Alexander Calder
- Further racing cars by Frank Stella 1976,  
Roy Lichtenstein 1977, Andy Warhol 1979
- 1980s:** The series is complemented by series production  
vehicles exhibitions at leading museums worldwide
- 1999:** 15th BMW Art Car by Jenny Holzer: a return to the  
racing car tradition
- 2005/06:** 30-year anniversary
- 2006-2010:** Worldwide tour across Asia, Australia, USA, Japan,  
Europa etc.
- 2007:** 16th BMW Art Car by Olafur Eliasson
- 2010:** 17th BMW Art Car by Jeff Koons



# BMW Group Cultural Communications. German Nationalgalerie Award.

- Initiated in 2000 by the Society of Friends of the Nationalgalerie
- Showcases young artists living in Germany
- Most highly remunerated museum award for contemporary art in Germany (€50,000)
- Announcement of shortlist (a group of four finalists): Every two years at the end of September at BMW Kurfürstendamm
- Exhibition of award winners' works at the Hamburger Bahnhof



# BMW Group Cultural Communications. Berlin Biennial.

- Berlin Biennial for Contemporary Art: One of the world's most important biannual festivals
- Since 2006: BMW as "Principal Partner"
- International curator workshop in collaboration with the Allianz Cultural Foundation and the Goethe Institute



# BMW Group Cultural Communications.

## Red.Yellow.Blue. by Gerhard Richter.

- In 1972, the BMW Group commissioned Gerhard Richter to produce paintings for the lobby of its newly built headquarters in Munich
- Gerhard Richter created three large (3 x 6 m) monochromatic oil paintings based on monumental enlargements of brushstrokes titled Red, Yellow and Blue
- The period during which the works were realized was a crucial one within the artist's œuvre:  
painted shortly after his 48 Portraits (1971-72) and a year before 256 Colors (1974)  
Richter's paintings were executed during one of the artist's most experimental stages
- The artworks are among the largest Richter ever made



# BMW Group Cultural Communications. Donation “AutoWerke”.

## 1997:

- BMW Financial Services commissions 28 internationally renowned photographers such as Thomas Demand, Candida Höfer, Wolfgang Tillmans, Thomas Struth, Sharon Lockhart or Rineke Dijkstra
- The artists received access to production facilities worldwide
- The collection comprises 75 photographic and video works

## 2000 / 2001:

- Exhibition at the Deichtorhallen in Hamburg

## April 2005:

- Donation to Dr. Hans-Werner Schmidt, director of the Museum of Fine Arts in Leipzig, by CFO Stefan Krause





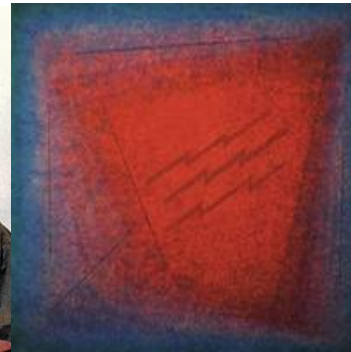
# BMW Group Cultural Communications. Leipzig International Art Programme (LIA).

- Programme is aimed at the procurement of the significance of art and culture by means of worldwide lectures, conferences, exhibitions and an Artist in Residence programme incorporating four art studios
- Sponsored by BMW since 2007
- The “Spinning Mill” is one of the most significant art locations in Leipzig and enjoys an international reputation, not least due to the prominence of the “Leipziger Schule” (“School of Leipzig”)



# BMW Group Cultural Communications. Premio de Pintura.

- Since 1986 annual competition for paintings by young Spanish artists and artists living in Spain
- Prize awarded in three categories:
  - Winner of the Premio de Pintura, prize money €35,000
  - Mario Antolín Grant for Aid to Pictorial Research for the youngest artist from the 32 finalists, prize money €9,000
  - Youngest Talent Award for children between 8 and 12 years of age, prize money €4,000
- To honour the prize winners, Queen Sofia organises a charity concert of the foundation "Mundo en Armonia",  
patron: Princess Irene de Grecia



# BMW Group Cultural Communications.

## BMW Young Asian Artists Series.

- Every two years the BMW Young Asia Artists Series sponsors young artists from Asia and South East Asia in collaboration with the Singapore Tyler Print Institute (STPI)
- Financing of a two-week stay in Singapore, during which various works of art are created which are then released to the public, exhibited and sold
- Singapore Tyler Print Institute (STPI) produces, exhibits, promotes and sells these works of art





# BMW Group Cultural Communications. AkademieGalerie.

- Sponsorship of the AkademieGalerie at the tube station “Universität” by the BMW and the cultural department of the city of Munich since 1996
- Concept: Exhibition platform for selected students of the Munich Academy of Fine Arts
- Sponsorship of young, innovative and creative formats
- Annual purchase by BMW of works of art completed by graduating classes of the academy
- 2004: Significant involvement in the restoration of the premises



# BMW Group Cultural Communications. International Art Fairs.

## Art Basel / Art Basel Miami Beach.

### Frieze Art Fair.

- BMW has provided the official shuttle fleet since 2005
- 2007: Frieze Films

### Paris Photo.

- since 2002: sponsoring of the international most significant photography fair
- “Prix BMW”: prize money €12.000

### Fiac.

- international forum for contemporary art
- MINI Shuttle Service since 2007

### Hong Kong Fine Art Fair.

- Exhibition of the 17<sup>th</sup> BMW Art Car designed by Jeff Koons.

## A variety of other international art fairs.



# BMW Group Cultural Communications. Independent Collectors.

- BMW as Global Partner of Independent Collectors, the worldwide first Community for art collectors
- Meanwhile more than 2,500 members from 70 different nations
- Joint development of attractive contents (short film, online exhibitions)
- [www.independent-collectors.com](http://www.independent-collectors.com)



**“Art collectors  
don’t want  
to talk to  
each other.”**



**“So you’re  
a collector.  
Are you  
sure?”**

# BMW Group Cultural Communications. Berlinale.

- Official partner of the Berlinale and the 61st, 62nd and 63rd International Film Festival in Berlin
- VIP shuttle service and vehicle fleet including red carpet service





# BMW Group Cultural Communications.

## Internationale Filmfestivals.

### **Landshuter Kurzfilmfestival.**

- supported by the BMW Plant Landshut since 2002

### **32. Moscow International Film Festival.**

- 2010: BMW as official shuttle service

### **“Golden Eagle” Award.**

- Most well-known Russian film award; 2010 BMW as shuttle-partner

### **Irish Film and Television Award.**

- Supported by BMW since 2011

### **BMW shorties.**

- Malaysian short film award, initiated by BMW since 2006

### **Sighisoara Film Festival.**

- Most well-known open-air film festival in Rumania
- BMW is official partner since 2010, responsible for shuttle service



# BMW Group Cultural Communications. Classical Music and Jazz.





# BMW Group Cultural Communications.

## “Spielfeld Klassik“ - Education Programme of Munich Philharmonic Orchestra.

- Exclusive partnership with BMW Group from 2011 on
- Sponsorship of versatile education programme of Munich Philharmonic Orchestra initiated by Lorin Maazel (Chief Conductor from 2012/13 on) and Paul Müller (General Manager)
- For every age group (kindergarten to students/adults) and different types of schools
- Approx. 150 events per year from 2012 on



# BMW Group Cultural Communications.

## Opera for all Munich / State Opera for all Berlin.

- **“Opera for all”**: In collaboration with the Bavarian State Opera House since 1997, partner for the Munich Opera Festival and the Opera Ball since 2007
- **“State Opera for all”**: Collaboration with the State Opera House Unter den Linden since 2007,  
patron: Klaus Wowereit
- Open air live transmission of a performance
- Open air live concert
- Showcase for successful cooperation between industry and culture (Faspo prize 2008; Cultural Brand of the year 2008)

### Unique characteristics:

- No firmly installed seating, free admission: “picnic atmosphere”
- Well-known cast
- Proportionally low representation of category “opera” at open air events
- No comparable event format in Munich/Berlin



# BMW Group Cultural Communications.

## Partnerships with International Opera Houses.

### **Opera Ireland, Dublin.**

- Partnership with BMW Ireland since 1990
- Sponsorship of spring and autumn festivals

### **Guangzhou Opera House.**

- Designed by Zaha Hadid
- Opening in February 2011
- BMW principal partner right from the outset

### **Orchestre de Paris.**

- One of France's most renowned orchestras, based in Salle Pleyel
- BMW partner since 2008

### **State Opera Budapest.**

- BMW partner since 2011; for example charity galas





# BMW Group Cultural Communications.

## Partnerships with International Theatres.

### **Bolshoi Theatre, Moscow.**

- BMW Russia as “official car” since 2004
- In addition, partnerships for the sponsorship of premieres

### **Teatro alla Scala, Milan.**

- BMW Italia partner since 2002
- Vehicle service for the executive team and VIP guests
- Partner of the first premiere of the season

### **BMW Culture Night** since 2007:

- BMW is partner of the Liaoning ballet company



# BMW Group Cultural Communications.

## Cooperation Young Steinway Artists.

- A cooperation both carried by love for perfection and sound
- From 2011 on BMW as exclusive partner of the international talent development programme of piano manufacturer Steinway & Sons
- Competitions in piano playing for kids and teens up to the age of 17, International Steinway Festival with concert by winners





# BMW Group Cultural Communications.

## West-Eastern Divan Orchestra.

- West-Eastern Divan Orchestra founded in 1999 by conductor Daniel Barenboim and Palestinian literary theorist Edward Said
- Goal: to unite young musicians from Israel, Palestine, Europe and others and develop a dialogue between different cultures
- BMW partner of orchestra's Asian tour in 2011



# BMW Group Cultural Communications. Spielmotor e.V. and SPIELART.

- Private-public-partnership with the city of Munich since 1979
- Since 1987: Cooperation with the “Munich Biannual Festival of Contemporary Musical Theatre”
- Since 1995: Spielmotor has organised and financed the international theatre festival SPIELART
- Since 1998: Cooperation with “DANCE – Munich Festival of Contemporary Dance”



# BMW Group Cultural Communications.

## Jazz Events I.

### **Jazz at the Castle, Prague.**

- Jazz concerts at Prague castle
- 12 concerts per season for an audience of 300-400
- BMW Czech Republic as partner

### **BMW Welt Jazz Award.**

- Presented for the first time in 2009, then annually
- Renowned jury of experts to offer the award
- Prize money: 1st place: €10,000 / 2nd place: €5,000
- Audience participation through awarding of an audience's prize
- Finalists compete in a concert at the BMW Welt auditorium

### **Sponsorship of other Jazz festivals in Slovakia, Mexico, Beirut, South Africa and Germany**



# **BMW Group Cultural Communications.**

## **Jazz Events II.**

### **BMW GermanJazz Festival, Budapest.**

- 3 German ensembles are presented
- Short concerts at the children's hospital

### **Jazz an der Donau, Straubing.**

- BMW festival partner since 1987

### **BMW Brazil Jazz Festival 2011**

- The most important jazz festival in Latin America
- Brings jazz legends together in a series of performances and events

### **Jazz Club BMW Regensburg**

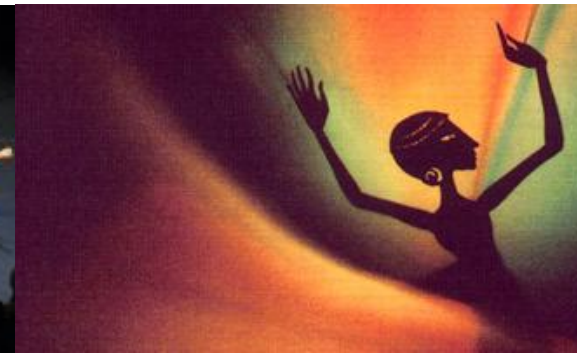
- This event shapes the city of Regensburg's image as a centre of jazz

### **Panama Jazz Festival**

- Innovative, aesthetic and entertaining
- Assists artists with their music studies

# BMW Group Cultural Communications. euro-scene Leipzig.

- Cultural turntable between Western and Eastern Europe since 1991, with the BMW Leipzig plant as principal partner of the progressive theatre festival since 2004
- The objective is to detect new trends and to focus on topical and social issues
- Ensembles invited are predominantly young, innovative new artists
- Extensive and exciting supporting programme relating to the festival, with discussions, workshops and films





# BMW Group Cultural Communications.

## Musik in Leipzig.

### **Bach Archiv Leipzig e.V.**

- First performance of five contemporary festive music pieces in 2012 marking 800 years of Thomana
- BMW principal partner since 2011

### **a cappella e.V.**

- BMW principal partner since 2006
- The a cappella festival features international ensembles presenting the diversity of vocal music throughout the world from early times to contemporary compositions



# BMW Group Cultural Communications. International Festivals.

## **Festival de México in the historic city centre. ([www.festival.org.mx](http://www.festival.org.mx))**

- 3-week culture festival in the old part of Mexico City
- Events in the categories classical concerts, dance, theatre, some featuring internationally renowned artists
- BMW Mexico partner of the festivals since 1995

## **Spoletto Festival in Charleston, South Carolina / USA. ([www.spoletousa.org](http://www.spoletousa.org))**

- Festival of dance, theatre, opera, classical concerts etc., founded in 1977
- Performances by established and talented young artists alike
- The BMW Spartanburg plant has been a partner since 2001, focusing on programmes for the sponsoring of young talent within the framework of the festival

## **The Lichfield Festival. ([www.lichfieldfestival.org](http://www.lichfieldfestival.org))**

- Largest, most important, most popular and most variegated festival in the West Midlands
- Classical concerts, dance, theatre, film, jazz, literature and art
- BMW Hams Hall plant has been “principal partner” of the festival since 2004

## **Bangkok's International Festival of Dance & Music.**

**([www.bangkokfestivals.com](http://www.bangkokfestivals.com))**

- Since 1999, the festival has featured international performances by the most well-known artists from opera, ballet, symphony concerts, dance theatre and jazz
- BMW Thailand as partner

## **Baltic Sea Festival.**

- Annual festival of Classical Music with conductors like Daniel Barenboim, Valery Gergiev and Esa-Pekka Salonen in Stockholm
- Partner since 2007

# BMW Group Cultural Communications.

## The Hamburg Philharmonic Hall.

- Since 2002 partner of Laeiszhalle Hamburg, BMW now principal partner with long-term commitment to the concert hall
- Elbphilharmonie as a new landmark of Hamburg built on Kaispeicher A
- Building complex comprises three concert halls, a hotel with conference areas, clubs, restaurants and apartments
- Building is to be finished and inaugurated in 2013
- Complex is a design by the Swiss team of architects, Herzog & de Meuron
- Operated by the Hamburg Musik gGmbH



# BMW Group Cultural Communications.

## Nachtmusik der Moderne.

- BMW Group partner since 2003
- Series of concerts in the Rotunde of the Pinakothek der Moderne featuring the Munich Chamber Orchestra
- Three contemporary composer portraits each season (previous portraits: amongst others Paul Hindemith, Benjamin Britten, Witold Lutoslawski)
- Before and during the concert intermission: exhibition rooms on the ground floor and in the basement freely accessible to audience
- Prior to every concert introductory talk with expert guests such as Daniel Libeskind





# BMW Group Cultural Communications.

## Richard Strauss Festival.

- Cooperation from 2011
- Festival in Garmisch-Patenkirchen with concerts, artist discussions, lectures and master singing classes
- Thematic focus 2011: “Strauss as a Citizen and Husband“
- Artistic Director: Ks. Brigitte Fassbaender
- Patron: Horst Seehofer, Bavarian Prime Minister





# BMW Group Cultural Communications.

## Carl Orff Festival Andechs.

- Carl Orff the greatest Bavarian composer next to Richard Wagner
- Venue: Abbey Andechs
- Abbey strives for long-term support of Orff's oeuvre
- Apart from "Carmina Burana" presentation of other works and guest concerts



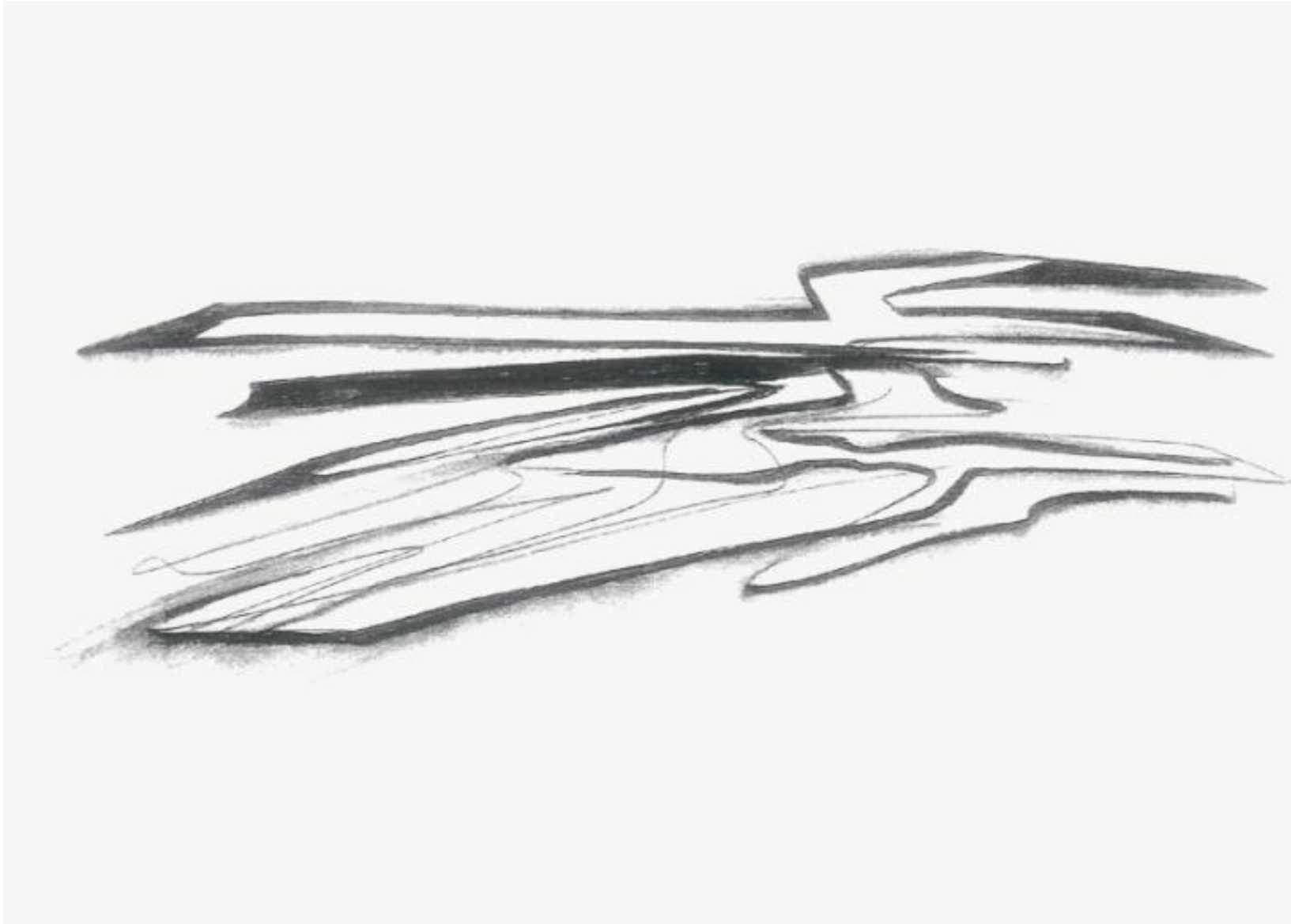
# BMW Group Cultural Communications.

## BMW musica viva Composition Prize.

- Initiative of the Bavarian Broadcasting Service and the BMW Group from 1998 until 2010
- International invitation that was held every two years to compete for the BMW Composition Prize
- Prize money: €25,000, distributed amongst first three places plus a sponsorship prize
- First showing of award-winning works within the framework of the musica viva series of events



# BMW Group Cultural Communications. Architecture and Design.



# BMW Group Cultural Communications. Architectural Presentation.

- BMW focuses on innovative design for its external architectural presentation
- 1972: Company headquarters in Munich by Karl Schwanzer (1918-1975)
- 2005: Opening of the BMW plant central building in Leipzig designed by Zaha Hadid
- Coop Himmelb(l)au team of architects constructs BMW Welt (opened 2007)
- International involvement of the BMW in projects, at exhibitions and competitions
- Hadid retrospective at Guggenheim New York, 2006





# BMW Group Cultural Communications. BMW Museum.

- Karl Schwanzer, architect of the BMW Four Cylinder Building, already planned 1973 the so called “Museum Bowl”
- 19th June 2008: Opening of the extended BMW Museum (exhibition space increased fivefold to more than 5,000 sq.m) for changing and permanent exhibitions
- On display: BMW automobiles from over 9 decades (style icons, trendsetting BMW models and motorbikes)
- Design and development facets of the BMW brand’s 90-year history with more than 120 original exhibits in 25 exhibition areas
- Furthermore the BMW Museum showcases the legendary BMW Art Cars



# BMW Group Cultural Communications.

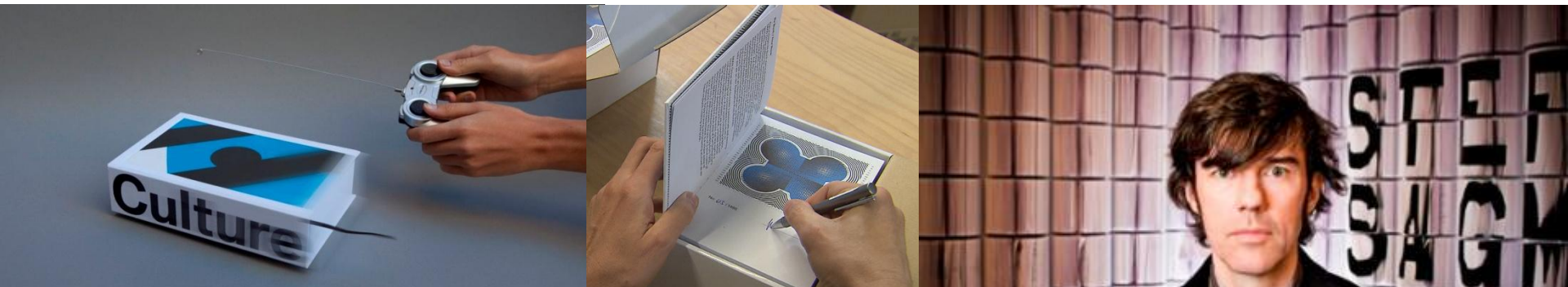
## “Culture”: A book by Stefan Sagmeister.

- The book about BMW's cultural engagement
- Design by Stefan Sagmeister
- Limited edition: Every cover of the 1488 books shows a different part of the Vierzylinder image

### **Special feature:**

Every book can be remote controlled

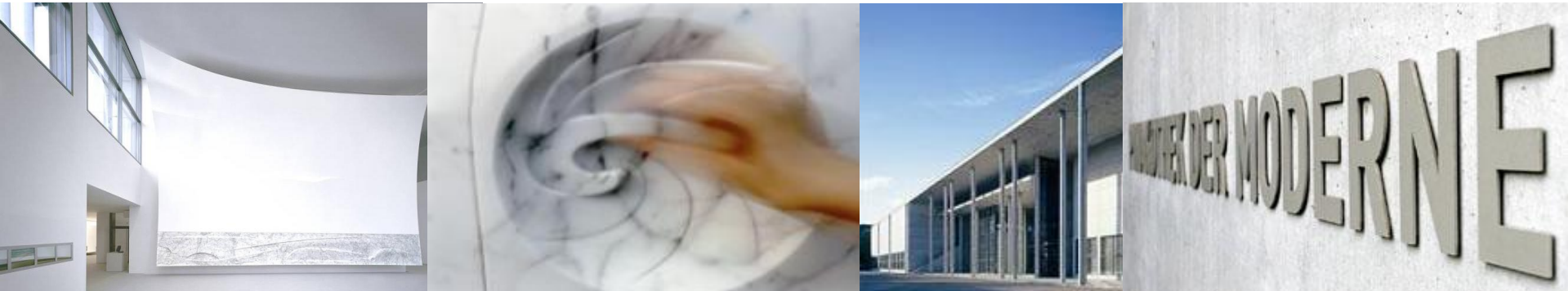
- March 2011: Official presentation to public



# BMW Group Cultural Communications.

## Art of the Car Design.

- 2003:  
Wall sculpture and film installation by Bangle in the New Collection of the Pinakothek der Moderne Munich
- A 120-square-metre sculptured surface rises from a marble relief consisting of five blocks totalling 14 metres in width and two metres in height. The entire wall installation measures 10 x 14 metres
- “Gold Award” of the Industrial Designer Society of America (IDSA) for the universally valid statement on the art of design



# BMW Group Cultural Communications. BMW Group Design Talk.

- Since 2003: panel discussion “BMW Group Design Talk Villa Erba”
- Within the framework of the well-established Concorso d’Eleganza at Lake Como
- Renowned designers and experts on stage
- Exclusive press event: international journalists, VIP guests





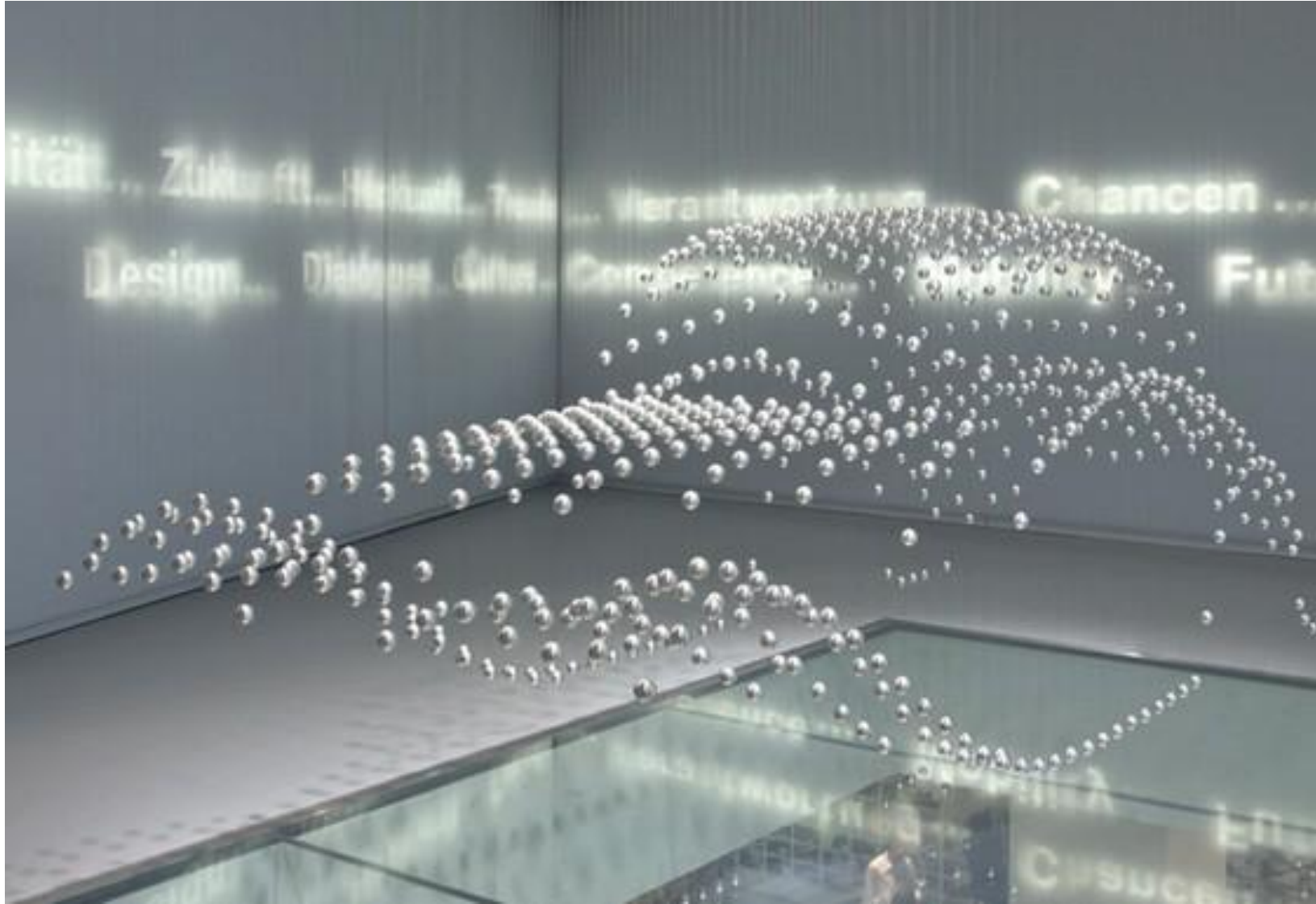
# BMW Group Cultural Communications.

## Art and Design: Marketing cooperations.

- Launch of new automobiles: Collaboration with internationally reputed artists, photographers and designers (such as Robin Rhode, Rankin, Theo Jansen)
- Innovative film projects (“The Hire”) and product placement
- 2009: the street-art artist Robin Rhode and Jake Scott put the new BMW Z4 Coupé in scene
- Action: “Expression of Joy”
- Intense collaboration between designers and BMW Marketing



# BMW Group Cultural Communications. Culture within the Company.



# BMW Group Cultural Communications. Kulturmobil.

- BMW Group employees' initiative since 1998
- Stands for the cultural involvement of employees for employees within the company
- Aim: To spark and promote cultural interest of employees at the Munich location
- One exclusive event every three months: reduced admission for BMW employees to a public cultural event with an exclusive supporting programme such as guided tours or discussions with artists
- Discounts at events sponsored by BMW



# BMW Group Cultural Communications. Galerie 71.

- Founded in 1989 as an art and culture forum for employees at the BMW Munich plant
- Presentation of works completed by employees, senior employees and guests
- Space on one floor for around 30 exhibits
- Exhibitions change every 4 months
- Fostering of BMW Group employees' creativity
- Balance between work and leisure
- Enrichment of corporate culture





# **BMW Group Cultural Communications.**

## **Dixi Drivers, BMW Male-Voice Choir and BMW Orchestra.**

### **Dixi Drivers**

- Established in 1983 by the clarinet player Werner Grün as a BMW-Band
- Most of the band members are employees of BMW in Munich
- “DIXI” was the first BMW automobile

### **BMW Male-Voice Choir**

- Since 1979 with 30 members
- Directed by professional conductors
- Broad musical repertoire – from clerical music over folksongs to musical melodies

### **BMW Chamber Orchestra**

- Since 1996
- 6-8 concerts p.a. during in-house events and in churches in Munich and Dingolfing etc.
- Repertoire includes compositions from Baroque to Modern



# Thank you for your kind attention!

[www.bmwgroup.com/culture](http://www.bmwgroup.com/culture)





Media Information  
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## **The BMW Group's commitment to culture.**

In 2011 the BMW Group is celebrating 40 years of international cultural commitment. The BMW Group has initiated and engaged in more than 100 cooperations worldwide and is aware of its social responsibility also in the cultural sector. The main focus of its long-term commitment is on modern and contemporary art, jazz and classical music as well as architecture and design. The company has also been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years. The BMW Group guarantees absolute creative freedom in all the cultural activities it is involved in – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

### **The BMW Guggenheim Lab**

The BMW Guggenheim Lab is a collaboration between the BMW Group and the Solomon R. Guggenheim Foundation and Museum. Never before has the BMW Group been involved in a project of this scale and magnitude with a cultural institution. The company is committed to activate and engage a multidisciplinary dialogue to offer a platform of constant and open exchange of ideas between science and the arts, design and engineering. The BMW Guggenheim Lab underscores the BMW Group's commitment to the future of megacities and to addressing the mobility challenges of the world's most populated urban centers. The BMW Group likes to take action, to get involved, and the company firmly believes in taking seriously its corporate social responsibility.

### **Contemporary Art**

In 1972, three large-scale paintings "Rot" "Gelb" and "Blau" were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. During this period BMW also commenced with its first cultural engagements. Hervé Poulain initiated the first BMW Art Cars, and the 17<sup>th</sup> of these was presented by Jeff Koons in 2010. The photo collection "AutoWerke", with works from artists such as Thomas Demand, Thomas Struth, Candida Höfer and Rineke Dijkstra, was presented as a gift to the Leipzig Museum für Bildende Künste (Leipzig Museum of Fine Arts) as part of the reopening of the Leipzig BMW plant in 2005. BMW continues to support the formats of numerous international museums – the Akademie der Bildenden Künste München (Munich Academy of Fine Arts) has been given an exhibition room in which students can independently curate their works and installations. The "MINI/Goethe-Institut Kuratorenresidenz Ludlow 38" was established in 2011 for the support of young curators and enables curators from Germany to work for a year in New York. This represents the continuation of the successful cooperation of MINI and the Goethe-Institut. They worked together in 2008 to open the space "Ludlow38" for the exhibition of contemporary art on the Lower East Side. The "Prix BMW" at the Paris Photo or the "Premio de Pintura" in Spain, the curators' award of the Berlin Biennale or the Nationalgalerie Prize in Berlin - they all aim at promoting young art. In 2011, partnerships with international art fairs will be further intensified: BMW will co-operate, for example, with the Art Basel and Art Basel Miami Beach, with the Frieze Art Fair in London, the TEFAF in Maastricht, the Hong Kong Fine Art Fair and the Art Toronto. Further

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address  
BMW AG  
80788 München

Telephone  
+49 89 382 24753

Internet  
[www.bmw.com](http://www.bmw.com)



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international institutions for contemporary art, with which BMW will co-operate this year, include the Centre Pompidou (Paris), the MAXXI National Museum of Contemporary Arts in Rome, the European Biennale "Manifesta 8" (Spain) and the National Photography Award (Spain).

### **Classical music and jazz**

The BMW Group established one of the first public-private partnerships in Germany as early as in 1979 – the "Spielmotor e.V. ". The purpose was "to initiate and organise cultural events in Munich". In 1988, the Spielmotor incorporated the Munich Biennale for New Music Theatre into its programme, followed by the drama festival SPIELART in 1995 and the DANCE Festival for Contemporary Dance in 1998. The award-winning project "Oper für alle" (Opera for all) was launched in 1997 in close co-operation with the Bavarian State Opera House and, according to Mayor Christian Ude, has meanwhile become a "civil liberty of Munich" - with more than 20,000 visitors attending each year. In 2007, the format was also launched in Berlin under the name "Staatsoper für alle" in joint collaboration with the State Opera House Unter den Linden. In addition to this commitment, BMW fosters a cooperative relationship with the Munich Chamber Orchestra.

In the jazz sector, festivals and concerts are supported in Brazil, Japan, Poland, the Czech Republic, Romania, Hungary, Slovakia, Mexico, Beirut, Prague, South Africa and Germany. This commitment is complemented by the BMW Welt Jazz Award totalling Euro 15,000. The BMW corporate initiatives Dixi Drivers, the BMW male-voice choir and the BMW Chamber Orchestra have demonstrated the employees' devotion to music for many decades now. 2011 international cooperation partners will include the Royal Concertgebouw Orchestra (Amsterdam), NHK Symphony Orchestra (Tokyo), the Latvian National Opera (LNA), the Österjölfestivalen classical music festival (Sweden), Orchestre de Paris (Paris), La Scala (Milan), the Slovenian National Opera and Ballet Theatre (Ljubljana), Opera Ireland (Dublin), the Bolshoi Theatre (Moscow), the Goh Ballet Academy (Vancouver) and the Guangzhou national opera in China, which was designed by Zaha Hadid.

### **Architecture and design**

For almost a century, the BMW Group has been about people developing design for people. The wall sculpture and video installation "The Art of Car Design" were created in the New Collection in close cooperation with the Pinakothek der Moderne Munich. In 2006, the independent subsidiary of the BMW Group, Designworks USA, opened its third international design studio. Adrian van Hooydonk was appointed the BMW Group's Design Director in March 2009. Together with his team, he brings to life the design philosophy, which aims to create emotional and fascinating products. The BMW Museum, which was reopened in 2008, enables visitors to personally experience the synthesis of architecture and design: the exhibition focuses on 125 original exhibits in 25 exhibition areas. Numerous international discussion forums and projects on the topic of design also enable a dialogue between experts and interested members of the public. In 2011, one of the BMW Group's international design partners will be Italy's most important





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design museum, the Triennale Design Museum (Milan), which is holding the "BMW Group Design Talk" as part of the Concorso d'Eleganza.

When Karl Schwanzer built the company headquarters, the "four-cylinder", back in 1972, the company consciously chose a dynamic construction style, which was later continued with pioneering works of architecture by Zaha Hadid in Leipzig and the BMW Welt in Munich by Coop Himmelb(l)au. The Concours d' Architecture, which has been held in France since 1988, shows that the BMW Group is also an active supporter of innovative young architects.

For questions please contact:

BMW Group Corporate Communications

Thomas Girst, Head of Cultural Communications, BMW Group  
Telephone: +49 89 382 24753, [Thomas.girst@bmw.de](mailto:Thomas.girst@bmw.de)  
[www.bmwgroup.com/culture](http://www.bmwgroup.com/culture)

Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)