

# BMW GUGGENHEIM LAB

## Advisory Committee

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bmwguggenheimlab.org

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 / ไม่ไต่ยืนเสียงรบกวนจากการจราจรใดๆ ทั้งสิ้น ในขณะที่ฉันกำลังนอนหลับ / 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 усажеными 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 / Ordered chaos / Está sempre movi- pre movi- mentada / Sushi lunchbox special / Empty seat on the subway /

## Media Alert

# BMW Guggenheim Lab Interactive Website Has Launched

**WHAT:** The official BMW Guggenheim Lab website has launched. The website will be the “go to” resource for information about the BMW Guggenheim Lab, including background information on the project, behind-the-scenes videos, and everything visitors need to plan their visit.

**VENUE PROGRAM SCHEDULE:** The website will announce the initial programming schedule for the BMW Guggenheim Lab when it opens in New York on August 3, including offerings such as an interactive installation, site-specific events, workshops, discussions, performances, and informal gatherings. The programming schedule will be updated regularly. All events are free.

**ONLINE PROGRAM:** The website also will serve as a platform for sharing and exchange that extends the physical experience of the BMW Guggenheim Lab by connecting people worldwide in thoughtful discussion about current issues and concepts relating to the theme Confronting Comfort.

A highlight of the new website will be personal vision statements from the esteemed members of the BMW Guggenheim Lab Advisory Committee.

The website has been designed by Bureau for Visual Affairs (bureau-va.com). The graphic identity of the BMW Guggenheim Lab has been designed by Sulki & Min (sulki-min.com).

**WHERE:** bmguggenheimlab.org

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### **About the BMW Guggenheim Lab**

The BMW Guggenheim Lab is a public space for the exploration of ideas related to urban life. Housed in a mobile structure designed by the Tokyo architecture firm Atelier Bow-Wow, the BMW Guggenheim Lab launches in First Park, a New York City Parks property at Houston Street and Second Avenue. A Lab Team—comprising an urban activist, an inventor, a journalist, and two architects—will lead an investigation into innovative concepts and designs for city life in response to the theme *Confronting Comfort*. Over the next six years, the BMW Guggenheim Lab will travel to nine cities around the world in three successive cycles, each with its own theme and mobile structure. After opening in New York, the BMW Guggenheim Lab will travel to Berlin (spring 2012) and a city in Asia (winter 2012–13). The first cycle will culminate with an exhibition at the Guggenheim Museum in New York displaying the Lab's results and findings in these three venues.

The BMW Guggenheim Lab will be open in New York from August 3 to October 16, 2011, Wednesdays through Sundays. Admission and all events are free.

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