

# 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 pedonali a misura d'uomo con posti a sedere / ไมได้ยืนเสียงรบกวนจากการจราจรใดๆ ทั้งสิ้น ในขณะที่ยังสามารถเดินเล่นอย่างสบายใจ / 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 украшены 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 / Knowing I can escape / Ordered chaos / Está sempre movi- / Traffic lights turning all green at once in sync /

## News Release

# BMW Guggenheim Lab Ends Successful New York City Run with More than 300,000 Participants from Around the World

## Next Stop Berlin on Nine-City, Six-Year Tour

**NEW YORK, NY, October 28, 2011** – At the close of the inaugural BMW Guggenheim Lab in New York City on October 16, Richard Armstrong, Director of the Solomon R. Guggenheim Museum and Foundation, and Frank-Peter Arndt, Member of the Board of Management, BMW AG, announced that the Lab attracted 54,000 visitors from 60 countries during its 2 1/2-month run, from August 3 to October 16, 2011, and that 329,000 users more than 150 countries have visited the [bmwguggenheimlab.org](http://bmwguggenheimlab.org) website.

The BMW Guggenheim Lab New York was located at First Park, Houston Street at 2nd Avenue, and housed in an innovative mobile structure designed by Tokyo-based architects Atelier Bow-Wow. Over 53 days, the inaugural BMW Guggenheim Lab—a combination think tank, public forum, and community center—offered 58 talks, 48 workshops, 28 screenings, 24 special events, 21 excursions, and nine fieldwork sessions, all of which were developed by the New York Lab Team, together with Guggenheim curators, to explore urban issues and strategies relating to the theme of Confronting Comfort.

In addition to website visitors, the BMW Guggenheim Lab received 45,000 [Facebook](https://www.facebook.com/bmwguggenheimlab) likes and more than 40,000 [YouTube](https://www.youtube.com/watch?v=...) views. The Lab's interactive online game, [Urbanology](http://urbanology.com), has been played more than 26,000 times, and nearly 3,000 people have submitted ideas for the BMW Guggenheim Lab's [interactive logo](http://interactive.guggenheimlab.org).

“We never could have imagined the enormous level of interest and enthusiastic exchange of ideas that the BMW Guggenheim Lab and its programming

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

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

generated in New York City, both on the ground and online. Even with an earthquake, a hurricane and 29 inches of rain, the Lab sparked countless conversations around the world, and even inspired a marriage proposal,” said Richard Armstrong. “We could not have achieved this success without the foresight, support and trust of the East Village community, the City of New York, and our fantastic collaborator BMW.”

“We are delighted with the tremendous response and enthusiasm that the BMW Guggenheim Lab has generated in New York,” said Frank-Peter Arndt, Member of the Board of Management, BMW AG. “This has been a perfect start to the mobile laboratory’s six-year journey to nine megacities around the world.”

During its six-year run, which will conclude in late 2016, the BMW Guggenheim Lab will travel to nine cities in three successive cycles, each with its own distinct theme and architectural structure, to help raise awareness of important urban challenges and yield sustainable benefits for cities around the world. Berlin is the next stop for the Lab, in late spring 2012, to be followed by Mumbai in late 2012.

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

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

The BMW Guggenheim Lab website ([bmwguggenheimlab.org](http://bmwguggenheimlab.org)), blog ([blog.bmwguggenheimlab.org](http://blog.bmwguggenheimlab.org)), and online communities further extend the opportunity to participate in this multidisciplinary urban experiment worldwide. Visitors are invited to become members of the BMW Guggenheim Lab’s dedicated social communities at:

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

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

### **Press Contacts**

Thomas Girst  
BMW Group  
(49) 89 382 20067  
[thomas.girst@bmw.de](mailto:thomas.girst@bmw.de)

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

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

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

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

October 28, 2011  
#1209/BGL8

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

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