

BMW GUGGENHEIM LAB

Advisory Committee

Daniel Barenboim
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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 / ไมได้ยืนเสียดขวางจาก การจราจรใดๆ ทั้งสิ้น ในขณะ ที่ฉันกำลังนอนหลับ / Being able to wander the streets, regardless of whether it's

Japanese sake / Savoir dans quelle direction marcher sans lire / Sie-cher sans lire / dzac na les panneaux / moim traw- / 친한 친구들 niku / Una cama grande / 과 스스를 없이 어울릴 수 있는 con muchas 것 / Saubere Strassen / I find comfort in just being busy and being 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 / Aire acondicionado / ledereen wordt een deel van hun buurt, een deel van de sociale omgeving / geving / 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 /

Statement

Guggenheim Selects New Site for BMW Guggenheim Lab Berlin

January 25, 2012

Following careful consideration, the Solomon R. Guggenheim Museum has selected a new site for the BMW Guggenheim Lab Berlin, the combination think tank, public forum, and community center that will operate in Berlin from May 24 to July 29, 2012, as part of a nine-city, six-year tour. Berlin is the second stop for the Lab, following its successful inaugural run in New York City last fall.

The new site is in Kreuzberg, a Berlin neighborhood known for its engagement with social action and public art, and is centrally located on an expansive lot at the corner of Cuvrystrasse and Schlesische Strasse, along the River Spree. Visible from Berlin's landmark Oberbaumbrücke Bridge, the site is accessible from the Schlesisches Tor U-Bahn Station. The 8,400-square-meter lot will be able to accommodate a broad range of free public programming currently being developed by the Berlin Lab Team. While considering the move to this new site, the BMW Guggenheim Lab was in close contact with several key local stakeholders.

The Berlin Lab Team is formed by José Gómez-Márquez, program director for the Innovations in International Health Initiative at the Massachusetts Institute of Technology, Boston; architect and engineer Carlo Ratti, who practices in Italy and directs the SENSEable City Lab at the Massachusetts Institute of Technology, Boston; Berlin-based artist Corinne Rose, who works with photography and video and teaches at the Bern University of the Arts, Switzerland; and Rachel Smith, principal transport planner with AECOM, based in Brisbane, Australia. The BMW Guggenheim Lab Berlin is curated by Guggenheim curator Maria Nicanor.

The size and accessibility of the site will provide an ideal backdrop for the Lab Team to develop programs, workshops, and other events and for participants to share, discuss, and develop ideas relating to urban life. The programming, all

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relating to the theme of *Confronting Comfort*, will focus on four main areas: Empowerment Technologies; Dynamic Connections; Urban Micro-Lens; and the Senseable (SENSEable) City.

The programs are being designed to directly and proactively engage residents from throughout Berlin, as well as visitors from around the world, and will address ideas and issues of particular relevance to the city. In addition, the [BMW Guggenheim Lab website](#) extends the reach of the Lab to a global online community through its interactive [Urbanology game](#), [multimedia](#), and [Lab I Log](#), the project's official blog and travel diary.

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