

BMW GUGGENHEIM LAB

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bmwguggenheimlab.org

Gør alle tog-
stationer til-
gængelige
for handicap-
pede / 육교를
더 많이 만들
시다 / Öffentli-
che Ver-
kehrszentren
in Kulturzent-
ren verwan-
deln / Give
tax credits for
riding a bicy-
cle / 每天早上有公社瑜伽 /
أن تجعل الخيارات السليمة
سهلة المثال / Pintar las ace-
ras de diferentes colores /

Et Εκπαίδευση
des για την διαχει-
ρηση των
logements αποβλήτων /
bon Portare più lu-
ce naturale
marché nelle metro-
dans tous les quartiers politana / יוצר
/ चिकित्साभरें יותר מקומות צ'
बाग बगीचों की בוריים חדשניים
रचना हो ताकि ורב תכליתיים
तनाव को रोक / दर नवीन
जा सके / Ite'ramo si-
se awon eto idanileko बाधणी बरोबर
siwaju si paapa julo ni पाच झाडे लावणे
awon adugbo ti o ba si / Meer publie-
ku die k'a a ke ruimte voor
to / Κοινωνική muziek en
kunst / 公共交

通機関と公共
交通機関をつ
なげるために、
自転車用車線
を設置する /
Dotóż więcej
starań do
zredukowa-
nia hałasu /
Установить
на крышах
садики или
солнечные
батареи, ко-
торые будут
пользоваться
общим
доступом /
ปลูกต้นไม้กัน
ระหว่างทางเท้า
และถนน / Criar
uma versão virtu-
al do municí-
pio através
das redes
sociais / Làm
thùng hấp dẫn
để che giấu rác
به همسایه های
خود می آموزم
/ Büyük şe-
hirlerde kompakt
araba paylaşım
programları ge-
liştirerek /

Media Alert

BMW Guggenheim Lab and GOOD Call for “City Forward” Ideas from Around the World

What:

In collaboration with [GOOD](#), the [BMW Guggenheim Lab](#) today launched a worldwide, online call for forward-thinking, imaginative and unconventional ideas to improve urban comfort. Responding to the question, "*How would you transform a public space in your city to make it more comfortable?*," the public is invited to propose changes to public spaces where they live, taking into consideration the community, environment, architecture, landscaping, and any other aspects that would affect the experience of the space. Top ideas, selected by GOOD and BMW Guggenheim Lab curator [Maria Nicanor](#), will be featured on the GOOD and BMW Guggenheim Lab websites and social media channels, and in the BMW Guggenheim Lab e-news.

This global online Call for Ideas is an integral part of the BMW Guggenheim Lab, which is currently open in Berlin (June 15 – July 29, 2012). Exploring new concepts and designs for city life, the program for the Berlin Lab concentrates on the theme of [Confronting Comfort](#) and the importance of “doing and making” to bring about city change. The Lab explores issues of contemporary urban life, from infrastructure to technology to sustainability, through programs that encourage visitors to participate and share questions, answers, thoughts, and dialogue.

When:

Submissions will be accepted from June 19 through July 17, 2012. Following the submission period, top entries will be chosen by GOOD and BMW Guggenheim Lab curator Maria Nicanor.

Where: Submit your idea for how to improve comfort in a specific public space at good.is/city-forward. Starting in mid-July, visit good.is/city-forward to browse, share, and discuss a selection of proposals from around the world.

Requirements:

Entries must include three to five sentences explaining how the proposal would increase comfort in a specific public space. Submissions may also be accompanied by an image of a sketch or model that corresponds to the idea and shows how your idea would be implemented. The image must be a 450-pixel JPEG that is less than 1MB.

Submissions will be accepted until Tuesday, July 17, 11:59pm ET.

About the BMW Guggenheim Lab

The BMW Guggenheim Lab is a joint initiative of the Solomon R. Guggenheim Foundation and the BMW Group. Housed in a mobile structure designed by Tokyo architecture firm Atelier Bow-Wow, the BMW Guggenheim Lab launched in the summer of 2011 in New York. Over six years, the BMW Guggenheim Lab will travel to a total of nine cities around the world in three successive two-year cycles, each with its own theme and structure. Following Berlin—the second stop of the tour—the BMW Guggenheim Lab will travel to Mumbai in winter 2012–13. Details about the Lab's second cycle will be announced in the months to come. The BMW Guggenheim Lab is curated by David van der Leer and Maria Nicanor of the Guggenheim Museum.

In addition to the City Forward initiative, the BMW Guggenheim Lab [website](#) encourages a global online audience to engage with the Lab through rich [multimedia](#) content, including programming and behind-the-scenes videos and images. Activities at the Lab are reported on the project's blog, [Lab | Log](#), which also features interviews with BMW Guggenheim Lab contributors. The public is invited to join the BMW Guggenheim Lab's dedicated social communities on Twitter (@[BMWGuggLab](#) and [#BGLab](#)), [Facebook](#), [YouTube](#), [Flickr](#), and [Foursquare](#).

About GOOD

GOOD is a media platform that promotes, connects, and reports on the individuals, businesses, and non-profits "moving the world forward." Good produces a website (GOOD.is), and online video content covering a variety of topics, including the environment, education, urban planning, design, food, politics, culture, and health. GOOD was founded in 2006 and is based in Los Angeles, California.

For complete press materials, go to bmwguggenheimlab.org/presskits

For publicity images, go to bmwguggenheimlab.org/pressimages

For publicity videos, go to bmwguggenheimlab.org/pressvideos

User ID = photoservice, Password = presspass

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#1249/BGL18

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