

BMW GUGGENHEIM LAB

Advisory Committee

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

Gør alle tog-
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for handicap-
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더 많이 만들
시다 / Öffentli-
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kehrszentren
in Kulturzent-
ren verwan-
deln / Give
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أن تجعل الخيارات السليمة
سهلة المثال / Pintar las ace-
ras de diferentes colores /

Et Εκπαίδευση
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marché nelle metro-
dans tous les quartiers politana / יוצר
/ चिकित्साभरे יותר מקומות צי
/ बाग बगीचों की बוריים חדשניים
रचना हो ताकि ארב תכליתיים
तनाव को रोका / 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 kunst / 公共交

通機関と公共
交通機関をつ
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自転車用車線
を設置する /
Dołóz więcej
starań do
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Установить
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sociais / Làm
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خود می آموزم
/ Búyùk şe-
hirlerde kompakt
araba paylaşım
programları ge-
liştirerek /

News Release

BMW Guggenheim Lab Opens in Berlin on June 15

Second Stop on Six-Year Global Tour Focuses on Citizen Participation in Shaping Cities

Worldwide Call for Ideas to “Make” Urban Comfort Launched in Collaboration with GOOD

BERLIN, June 15, 2012 – The [BMW Guggenheim Lab](#) opens today in Berlin, the second stop on the project’s six-year global tour. Offering free programs from June 15 to July 29, 2012, the BMW Guggenheim Lab Berlin is a temporary public space and online forum encouraging open dialogue about issues related to urban life.

A local think tank with a global perspective, the BMW Guggenheim Lab Berlin focuses on practical making and doing, with programs designed to empower residents with tools and ideas to actively engage in city change. The Lab is located in Prenzlauer Berg at Schönhauser Allee 176 in the Pfefferberg complex, a converted nineteenth-century brewery. The Lab is open Wednesday through Friday, 2–10 pm, and Saturday and Sunday, 12–10 pm. All programs are free of charge and will be offered in German or in English with German translation.

“We are delighted to open the BMW Guggenheim Lab Berlin and begin a vibrant period of public discussion and debate about how citizens can shape the cities in which they live,” said Richard Armstrong, Director of the Solomon R. Guggenheim Museum and Foundation. “We look forward to welcoming residents from throughout Berlin as well as visitors from around the world to join us in this groundbreaking urban experiment.”

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Guggenheim Foundation**
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New York, NY 10014
Phone +1 212 423 3500

[bmwguggenheimlab.org](#)

“Together with the city of Berlin and the Guggenheim Museum, we look forward to following the vibrant discussions to come at the BMW Guggenheim Lab Berlin,” said Frank-Peter Arndt, Member of the Board of Management, BMW AG. “During more than 40 years of worldwide cultural engagement, we have always believed in the value of public dialogue and the support of innovative and unconventional ideas. The Guggenheim is the perfect collaborator to provide and ensure an open forum for this critical, multi-disciplinary exploration of urban life.”

The BMW Guggenheim Lab Berlin is presented in cooperation with ANCB The Metropolitan Laboratory.

BMW Guggenheim Lab Berlin Programming

Under the umbrella of [Confronting Comfort](#), the theme of the Lab’s first two-year cycle, programming for the Berlin Lab focuses on 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.

“The goal of the BMW Guggenheim Lab is to spark a conversation about the future of cities and to create a forum where people of all backgrounds can create and share ideas,” said Maria Nicanor, Curator, BMW Guggenheim Lab. “Berlin is the ideal city to develop the Lab’s philosophy further, precisely because of its deeply rooted system of citizen participation.”

Programs have been developed by the [Berlin Lab Team](#) (José Gómez-Márquez, Carlo Ratti, Corinne Rose, and Rachel Smith), an international, multidisciplinary group of innovators and experts led by Guggenheim curator Maria Nicanor, with contributions from local organizations. The schedule, which can be found on the BMW Guggenheim Lab [website](#), will include more than one hundred events at the Pfefferberg site and throughout the city.

Programs concentrate on four main topics:

Empowerment Technologies (June 15–24)

[José Gómez-Márquez](#), The Little Devices Group at the Massachusetts Institute of Technology, Boston, and a pioneer in the field of health technology innovations, will lead a series of “do-it-yourself” workshops focused on building one’s own city by “hacking” and transforming urban spaces.

Dynamic Connections (June 27–July 6)

[Rachel Smith](#), principal transport planner with AECOM, based in Brisbane, Australia, will lead programs focused on sustainable mobility and community-building.

Urban Micro-Lens (July 7–18)

Berlin-based artist and psychologist [Corinne Rose](#), who works with photography and video and teaches at the Bern University of the Arts, Switzerland, will explore the intersection between psychology, architecture, and art with programs that address perception, communication, and emotions in city life.

SENSEable City (July 19–29)

Architect and engineer [Carlo Ratti](#), who practices in Italy and directs the SENSEable City Lab at the Massachusetts Institute of Technology, Boston, will lead programs examining how new technologies are transforming the way we understand, design, and live in cities.

“The city of Berlin is proud to join the BMW Guggenheim Lab in advancing its goal of engaging the public to identify new ideas and strategies for the challenges cities face today,” said Klaus Wowereit, Mayor of Berlin. “The Lab is a pioneering initiative that encourages open dialogue and different points of view, and that’s what Berlin—one of the most creative and innovative cities in the world—is all about.”

“We welcome the BMW Guggenheim Lab Berlin to Prenzlauer Berg and are thrilled that the Lab’s free programming will address issues of particular relevance to the neighborhood and the city,” said Matthias Köhne, Mayor of Pankow. “The communities of Pankow and Prenzlauer Berg and citizens throughout Berlin will make an important contribution to the Lab and provide a special perspective to this global project.”

In addition to programs based at the Pfefferberg site, the Berlin Lab offers a variety of citywide explorations, such as guided tours, field trips, and walking workshops. Details can be found on the BMW Guggenheim Lab [website](#).

Activities at the BMW Guggenheim Lab Berlin will be documented on the project’s blog, [Lab | Log](#), which also will feature 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](#).

BMW Guggenheim Lab and GOOD Call for “City Forward” Ideas

In collaboration with [GOOD](#), the BMW Guggenheim Lab has launched a worldwide, online call for ideas to “make” urban comfort, asking: “How would you transform a public space in your city to make it more comfortable?” The public is invited to submit forward-thinking, innovative, imaginative, surprising, or unconventional ideas that would enhance people’s experience in a public space. Entries may be submitted to [good.is/city-forward](#) beginning June 19, 2012. Selected entries will be highlighted on the BMW Guggenheim Lab and [GOOD](#) websites and social media channels.

GOOD is a collaboration of individuals, businesses, and nonprofits pushing the world forward. The [GOOD.is](#) website is an ongoing exploration of what GOOD is and what it can be.

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Visitor Information

All BMW Guggenheim Lab Berlin programs are free and open to the public on a first-come, first-served basis during operating hours. Advance online registration is required for select programs. The Lab is open Wednesday through Friday, 2–10 pm, and Saturday and Sunday, 12–10 pm.

About the Architecture and Design

Lightweight and compact, with a structural skeleton built of carbon fiber, the [mobile structure](#) for the first two-year cycle of the BMW Guggenheim Lab has been designed by the Tokyo architecture firm [Atelier Bow-Wow](#) as a “traveling toolbox.” The structure’s lower half is a present-day version of the Mediterranean loggia, an open space that can easily be configured to accommodate the Lab’s various programs. The upper part of the structure houses a flexible rigging system and is wrapped in a semitransparent mesh. Through this external skin, visitors can view the extensive apparatus of “tools” that may be lowered or raised from the canopy according to the Lab’s programming needs, transforming the ground space into a formal lecture setting, a stage for a celebratory gathering, or a workshop with tables for hands-on experiments.

The [graphic identity](#) for the first cycle of the BMW Guggenheim Lab has been developed by Seoul-based graphic designers [Sulki & Min](#).

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.

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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June 15, 2012

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BMW GUGGENHEIM LAB

Gør alle togstationer til-gængelige for handicappede / 육교를 더 많이 만들시다 / Öffentliche Verkehrszentren in Kulturzentren verwandeln / Give tax credits for riding a bicycle / 每天早上有公社瑜伽 / أن تجعل الخيارات السليمة سهلة المثال / Pintar las aces de diferentes colores /

Et Εκπαίδευση des για την διαχείριση των logements αποβλήτων / bon Portare più luce naturale dans tous les quartiers / चिकित्साभरे बाग बगीचों की रचना हो ताकि तनाव को रोका जा सके / Ite'ramo si-se awon eto idanileko siwaju si paapa julo ni awon adugbo ti o ba si ku die k'a a to / Κοινωνική

Εκπαίδευση για την διαχείριση των αποβλήτων / Portare più luce naturale nelle metropolitane / יוצר יותר מקומות ציבוריים חדשניים / ורב תכליתיים / דר נवीन बाधणी बरोबर पाच झाडे लावणे / Meer publieke ruimte voor 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 / Dołożyć więcej starych do zredukowania hałasu / Установить на крышах садики или солнечные батареи, которые будут использоваться общим доступом /

ปลูกต้นไม้กัน, ระหว่างทางเท้า และถนน / Criar uma versão virtual do município através das redes sociais / Làm thùng hấp dẫn để che giấu rác / هر هفته چیز تازه ای به همسایه های خود می آموزم / Büyüklempirlerde kompakt araba paylaşım programları geliştirerek /

Project Fact Sheet

Advisory Committee

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

Project	A major global initiative of the Solomon R. Guggenheim Foundation and BMW Group.
Overview	Over six years, the BMW Guggenheim Lab will travel to nine cities around the world, offering free programs and a public forum for an open exchange of ideas related to urban life. Bringing together on-site and online audiences with ambitious thinkers from diverse fields, the BMW Guggenheim Lab will raise awareness of important issues, generate specific ideas for particular cities, and explore ideas and solutions related to sustainable design, yielding lasting benefits for cities around the world.
Co-Initiators	BMW Group and the Solomon R. Guggenheim Foundation
Process	The BMW Guggenheim Lab will have three successive two-year cycles, each with its own theme and specially designed mobile Lab structure. For each cycle, the structure will be designed by a different architect and will travel to three cities around the world. Each cycle will be guided by a distinguished Advisory Committee comprised of internationally renowned experts, who will nominate the BMW Guggenheim Lab Team for each of the three cities in that cycle. In each city, the Lab Team, comprised 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.
Curators	David van der Leer Maria Nicanor

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- Website bmwguggenheimlab.org
- Extending the global reach of the BMW Guggenheim Lab beyond its physical structure, bmwguggenheimlab.org broadens the opportunities for audiences around the world to participate in this multidisciplinary urban experiment. In addition to visitor information and program schedules, the website features rich multimedia content, including programming and behind-the-scenes videos and images, and the opportunity to comment and share posts through e-mail and social media channels.
- The website has been designed by Bureau for Visual Affairs (bureau-va.com) and TBWA-Being.
- Blog Activities at the BMW Guggenheim Lab are reported on through the blog at blog.bmwguggenheimlab.org, which also features posts by notable guest writers and regular interviews with the BMW Guggenheim Lab’s collaborators.
- Social Media 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)

CYCLE 1

- Cities and Timeline New York, USA (August 3–October 16, 2011)
 Berlin, Germany (June 15–July 29, 2012)
 Mumbai, India (Winter 2012–13)

- Advisory Committee [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)
[Wang Shi](#) (Entrepreneur, China)

- Theme *Confronting Comfort*—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 how the urgent need for environmental and social responsibility can be met.

- Design Architect [Atelier Bow-Wow](#)
 Tokyo, Japan
 Principals: Yoshiharu Tsukamoto and Momoyo Kaijima
 Project Team: Mirai Morita and Masatoshi Hirai

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Lab Structure The mobile structure for the first cycle of the BMW Guggenheim Lab has been designed by Tokyo-based Atelier Bow-Wow as a two-story lightweight and compact “traveling toolbox” wrapped in a shimmering semitransparent mesh.

The 204.4-square-meter BMW Guggenheim Lab can easily fit into dense neighborhoods and be transported from city to city. In Berlin, the structure is located in Prenzlauer Berg, at the Pfefferberg complex, a converted nineteenth-century brewery. An architectural animation of Atelier Bow-Wow’s structure can be viewed at bmwguggenheimlab.org/multimedia.

The Lab is the first occupied building designed with a structural framework composed of carbon fiber, a lightweight material most commonly used in bicycle frames, tennis rackets, fishing rods, and boat hulls. Pound for pound, carbon fiber has five times the strength of steel.

The lower level of the structure is an open space that can be configured to meet the needs of particular programs. It can shift from a formal lecture setting with a stage to the scene for a celebratory gathering or a workshop with tables for hands-on experiments.

The upper level, the “toolbox” portion of the structure, is loosely wrapped in two layers of semitransparent mesh, which creates a moiré effect resulting in constantly shifting patterns on the facade. Visitors are able to view the extensive apparatus of “tools” contained within, which can be raised or lowered on a rigging system as needed for the various programs.

Graphic Designer [Sulki & Min](#)
Seoul, South Korea
Principals: Sulki Choi and Min Choi

Graphic Design The graphic identity of the BMW Guggenheim Lab includes an interactive logo created by Seoul-based graphic designers Sulki & Min. The logo will change in response to audience interaction on 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 is the metaphorical and virtual representation of worldwide interaction with the theme of *Confronting Comfort* and the larger discourse about cities and urban life.

BMW GUGGENHEIM LAB BERLIN

Location Schönhauser Allee 176, Berlin

Dates June 15–July 29, 2012

Curator [Maria Nicanor](#), Solomon R. Guggenheim Museum

Berlin Lab Team [José Gómez-Márquez](#) (The Little Devices Group, Massachusetts Institute of Technology, Boston, Massachusetts, USA)
[Carlo Ratti](#) (Director of Massachusetts Institute of Technology, SENSEable City Lab, Boston, Massachusetts, USA)
[Corinne Rose](#) (Artist and Psychologist, Berlin, Germany)
[Rachel Smith](#) (Principal Transport Planner, AECOM, Brisbane, Australia)

Program Overview Under the umbrella of *Confronting Comfort*, the theme of the Lab's first two-year cycle, programming for the BMW Guggenheim Lab Berlin will focus on 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. For more information, please visit bmwguggenheimlab.org.

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In collaboration with [GOOD](#), the BMW Guggenheim Lab has launched a worldwide, online call for ideas to "make" urban comfort, asking: "How would you transform a public space in your city to make it more comfortable?" The public is invited to submit forward-thinking, innovative, imaginative, surprising, or unconventional ideas that would enhance people's experience in a public space. Entries may be submitted to good.is/city-forward beginning June 19, 2012. Selected entries will be highlighted on the BMW Guggenheim Lab and [GOOD](#) websites and social media channels.

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Hours Wednesday 2–10 pm
Thursday 2–10 pm
Friday 2–10 pm
Saturday 12–10 pm
Sunday 12–10 pm
(Closed Monday and Tuesday)

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Admission Free (some programs require online registration)

BMW GUGGENHEIM LAB FABRICATION AND STRUCTURAL ENGINEERING

Super-structure Fabrication and Installation
NUSSLI Group
Switzerland/USA

Structural Engineer
Arup
Tokyo, Japan

BERLIN DESIGN, ENGINEERING, AND CONSTRUCTION

Local Architect
magma architecture
Berlin, Germany

Structural and Civil Engineer
Arup
Berlin, Germany

PRESS MATERIALS

For press releases from the New York Lab, go to:

<http://www.bmwguggenheimlab.org/press/press-release-archive/2011>

[BMW Guggenheim Lab Site Officially Returned to the City of New York, Transformed into Community Park](#)

[BMW Guggenheim Lab Ends Successful New York City Run](#)

For complete press materials, go to [bmwguggenheimlab.org/presskits](http://www.bmwguggenheimlab.org/presskits)

For publicity images, go to [bmwguggenheimlab.org/pressimages](http://www.bmwguggenheimlab.org/pressimages)

For publicity videos, go to [bmwguggenheimlab.org/pressvideos](http://www.bmwguggenheimlab.org/pressvideos)

User ID = photoservice, Password = presspass

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June 15, 2012

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أن تجعل الخيارات السليمة
سهلة المثال / Pintar las ace-
ras de diferentes colores /

Et Εκπαίδευση
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dans tous les quartiers politana / יוצר
/ चिकित्साभरे יותר מקומות צי
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自転車用車線
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Dołóz więcej
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батареи, ко-
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pio através
das redes
sociais / Làm
thùng hấp dẫn
để che giấu rác
به همسایه‌های
خود می‌آموزم
/ Búyúk ñe-
hirlerde kompakt
araba paylaşım
programları ge-
liştirerek /

Berlin Lab Collaborators / Mitwirkende

Alex Roehl, Film Curator

Amy Saunders, Co-Founder of UR{BNE}, Landscape Architect

Andres Lepik, Technical University of Munich, Director of the Architecture
Museum

Arne Schönwald, Forrest Pump

Arvid Krenz, Technical University of Berlin

Barry Kudrowitz, University of Minnesota Twin Cities, Assistant Professor of
Product Design

Ben Hamilton-Bailie, Hamilton-Baillie Associates Ltd

Birgit S. Bauer, BB Fatory

Blaise Aguera y Arcas, Microsoft, Distinguished Engineer

Boris Kolipost, BUF - Bildungseinrichtung für berufliche Umschulung und
Fortbildung

Cameron Stevens

Chris Hines, A Grain of Sand, Director

Christian von Scheve, Institute of Sociology, Freie Universität Berlin, Junior
Professor

Christopher Dell, Urbanologist and Composer

Climate Media Factory, The Film and Television University "Konrad Wolf,"

Potsdam-Babelsberg (HFF), Potsdam Institute for Climate Impact Research

Colin Ellard, Associate Chair, Undergraduate Studies, University of Waterloo
Associate Professor

Coralie Winn, Gap Filler

Dale Dougherty, Founder of *MAKE* Magazine

Dida Zende, FIT

Dieter Zinbauer, Transparency International e.V.

Elke Lütjen-Drecoll, Akademie der Wissenschaften und der Literatur Mainz,
Präsidentin

Ernesto Oroza, Artist

Etsy Labs Berlin

Felix Zaiß, openBerlin

Florian Schmidt, Co-Founder of Initiative Stadt Neudenken (ISN)
(Rethink the City Initiative)

Formulor

Frank Müller, Urban-e

Frau Tulpe

Fritzing, University of Applied Science

Gilbert Rochecouste, VillageWell

Heidemarie Schwermer

Helmut Leder, University of Vienna,
Head of the Department of Psychological Basic Research
Head of the Research Focus "Perceptual Aesthetics"
Deputy Head of the Research Platform Cognitive Science

Hilde Teuchies, Crew Online

HomeBase, Berlin

Jan Schmiedgen, Global Waste Ideas

Jay Cousins, Makerplatz / Open Design City, Social Technology Practitioner

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Jo Royle, Plastiki Expedition, Ocean Advocate and Skipper

Joe Peach, This Big City

Johanna Schlaack, Center for Metropolitan Studies; Think Berlin!

Johannes Dumpe, openBerlin

John Beeson, The Bicycle Manifesto

John Fewings, Jacobs Engineering, Principal Highways Engineer

John Schimmel, Adjunct Professor at New York University's
Interactive Telecommunications Program; Founder of AccessTogether.org

Jonathan James, AECOM Director Transportation,
responsible for the Sustainable Transport Group

Jörg Leben, Transport Planner

Jörg Stollmann, Technical University Berlin, Professor,
Chair for Urban Design and Architecture

Joseph Grima, Domus, Editor in Chief

Jürgen Breiter, Urban Curator

Jürgen Krusche, Züricher Hochschule der Künste & Medien,
Urban Researcher and Artist

Juergen Mayer H., J. MAYER H. Architects

Karsten Michael Drohsel, Urbanophil; mikromakro, Berlin

Kay Strasser, Photographer

Klaus Fudickar, Upstall Kreuzberg e.V.

Kulturlabor Trial & Error

Lena Kleinheinz, Magma Architecture / Ostermann & Kleinheinz,
Architekt & Ausstellungsdesignerin Partnerschaft

Little Devices Lab – MIT, Massachusetts Institute of Technology

Lynn Peemoeller

Manda Brookman, coast - One Planet Tourism Network

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Marja van Loef, coast - One Planet Tourism Network

Mark Gander, CRE Board of Directors, Green Parking Council, AECOM New York

Matthew Griffin

Matthias Böttger, Raumtaktik and DAZ (Deutsches Architektur Zentrum)

Matthias Ballestrem, Institute for Architecture; Technical University Berlin, Assistant Professor

Maurice de Martin, Transdisciplinary Artist

Michael Bach Universitäts-Augenklinik Freiburg, Head of Sektion Funktionelle Sehforschung/ Elektrophysiologie, Former President of ISCEV

Michael Pauen, Institute for Philosophy, Berlin School of Mind and Brain, Humboldt University

Mike Harris, AECOM Australia

Mirko Zardini, Canadian Center for Architecture, Director

Monique van Miert, Upstall Kreuzberg e.V.

Nicola Twiley, Columbia University, School of Architecture, Studio X

Pablo del Rey, Basurama

Peter Fattinger, Institute for Architecture and Design, Department of Housing and Design, Vienna University of Technology / Design-Build

Philipp Poll, ADFC Berlin e.V.

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

Rainer Ganahl, The Bicycle Manifesto, Artist

Robert Kronenburg, Roscoe Chair of Architecture, University of Liverpool, School of Architecture

Rocco Zühlke, openBerlin

Ryan Reynolds, Gap Filler

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Sebastian Wagner

SENSEable Cities Lab, MIT, Massachusetts Institute of Technology

Sidsel Birk Hjuler, Copenhagenize Consulting, Urban Mobility Consultant
and Researcher

Stefan Höffken, Urbanophil; mikromakro, Berlin

Stiftung FFREIZEIT Berlin

Swaanhild Mass, Chen - Schule für Taijiquan, Qi Gong und Mediation

Teddy Cruz, Estudio Teddy Cruz

Tinkersoup

Tobias Meier, Urbanophil; mikromakro, Berlin

Tom Stafford, University of Sheffield, Lecturer in Psychology and Cognitive
Science, Department of Psychology

Van Bo Le-Mentzel, Architect

William Mainwaring, Veritech Composites, Co-Founder & CEO

William Schwartz, Field Trips

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Gør alle togstationer tilgængelige for handicappede / 육교를 더 많이 만들시다 / Öffentliche Verkehrszentren in Kulturzentren verwandeln / Give tax credits for riding a bicycle / 每天早上有公社瑜伽 / أن تجعل الخيارات السليمة سهلة المثال / Pintar las aceras de diferentes colores /

Et Εκπαίδευση des για την διαχείριση των logements αποβλήτων / bon Portare più luce naturale dans tous les quartiers / चिकित्साभरे बाग बगीचों की रचना हो ताकि तनाव को रोका जा सके / Ite'ramo si-se awon eto idanileko siwaju si paapa julo ni awon adugbo ti o ba si ku die k'a a to / Κοινωνική

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 / Dołożyć więcej starych do zredukowania hałasu / Установить на крышах садики или солнечные батареи, которые будут использоваться общим доступом /

ปลูกต้นไม้กัน, ระหว่างทางเท้า และถนน / Criar uma versão virtual do município através das redes sociais / Làm thùng hấp dẫn để che giấu rác / هر هفته چیز تازه‌ای به همسایه‌های خود می‌آموزم / Búyùk ژه- hirlerde kompakt araba paylaşım programları geliştirerek /

About the BMW Guggenheim Lab Collaboration

The Solomon R. Guggenheim Foundation and the BMW Group co-initiated the BMW Guggenheim Lab in October 2010. Through this six-year, nine-city project, the Guggenheim and BMW are pioneering new approaches to the challenges faced by major cities around the world, collectively inspiring forward-looking concepts for urban life, and broadening the dialogue about the future of cities.

The collaboration with BMW enables the Guggenheim to advance its commitment to fostering creative thinking and promoting the understanding and appreciation of architecture, art, and other manifestations of visual culture. Through its on-site and online programming, the BMW Guggenheim Lab is empowering the public and thought leaders alike and engaging global audiences on a community level.

The collaboration with the Guggenheim is BMW's largest and most ambitious cultural commitment, raising the company's more than forty-year history of involvement with important cultural initiatives worldwide to a new level. In addition to providing the financial resources that make the project possible, BMW brings its tested expertise in global initiatives, outreach, and technology to the project, while safeguarding the Guggenheim's curatorial freedom. It is BMW's conviction that such freedom is as essential for groundbreaking artistic work as it is for major innovations in a successful business.

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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. The global network that began in the 1970s when the Solomon R. Guggenheim Museum, New York, was joined by the Peggy Guggenheim Collection, Venice, has expanded to include the Guggenheim Museum Bilbao (opened 1997), the Deutsche Guggenheim in Berlin (1997-2012), and the Guggenheim Abu Dhabi currently under development. Looking to the future, the Guggenheim Foundation continues to forge international collaborations that take contemporary art, architecture, and design beyond the walls of the museum. More information about the Foundation can be found at guggenheim.org.

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Media Information

June 15, 2012

BMW Group's commitment to culture.

Munich/Berlin. For more than 40 years now, the BMW Group has initiated and engaged in over 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. 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, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko have co-operated 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 factory plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York.

The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

Further information: www.bmwgroup.com/culture and
www.bmwgroup.com/culture/overview

As a few examples of the cultural engagement in Berlin, BMW supports the Staatsoper Unter den Linden at the jointly initiated event “Staatsoper für alle” as well as the Nationalgalerie Prize for Young Art, the Young Curators Workshop of the Berlin Biennial and the Berlin Gallery Weekend. Moreover, in 2007, the 16th BMW Art Car was created in Berlin by the artist Olafur Eliasson.

The BMW Group

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

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Date June 15, 2012
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Page 2

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Curatorial Team

Maria Nicanor

Curator, BMW Guggenheim Lab

[Maria Nicanor](#) joined the curatorial staff in October 2005. At the Guggenheim, she has worked on several exhibitions, including *Spanish Painting from El Greco to Picasso* (awarded Best Historical Show for 2006–2007 by the International Association of Art Critics (AICA-USA); *Cy Twombly* for the Guggenheim Museum Bilbao; *Frank Lloyd Wright: From Within Outward* (awarded Best Architecture/Design Show for 2008–2009 by AICA-USA); *Contemplating the Void: Interventions in the Guggenheim Museum*; and most recently, *Color Fields* for the Deutsche Guggenheim Berlin. Together with Curator David van der Leer, Nicanor heads the curatorial team of the BMW Guggenheim Lab, an international traveling laboratory for urban experiments and public programs traveling to nine cities over six years. Nicanor is a regular contributor to contemporary-art and architecture publications and has lectured internationally on the future of museums in the 21st century and the role of architecture in museum practice. She holds a BA in Art History from the Autonoma University, Madrid, and Sorbonne University, Paris; an MA in Museum Studies from New York University; and a Ph.D. (ABD) from the Autonoma University, Madrid, with a focus on architectural history and theory.

David van der Leer

Curator, BMW Guggenheim Lab

[David van der Leer](#) joined the Guggenheim in October 2008 and first worked on the exhibitions *Frank Lloyd Wright: From Within Outward* and *Contemplating the Void: Interventions in the Guggenheim Museum*. In May 2011, his *Intervals* exhibition with the San Francisco-based collective Futurefarmers opened to the public at the museum and around New York City. Together with Maria Nicanor, van der Leer heads the curatorial team of the BMW Guggenheim Lab. The Lab addresses issues of contemporary urban life through programs and public discourse. The first BMW Guggenheim Lab was open in New York City from August to October 2011 and will continue its travels with visits to Berlin and Mumbai in 2012. In addition, van der Leer is curating *stillspotting nyc*, a two-year multidisciplinary project that takes the Guggenheim Museum's Architecture and

Urban Studies programming out into the streets of New York City's five boroughs, hoping to find special moments of stillness and repose. Every three to five months, "stillspots" are identified, created, or transformed by architects, artists, designers, composers, and philosophers into public tours, events, or installations. The first *stillspotting nyc* edition, *Sanatorium*, by artist Pedro Reyes, was launched in June 2011 in Brooklyn, and a second edition was installed as a collaboration between Arvo Pärt and Snøhetta in Lower Manhattan in September 2011. In April 2012, a third edition was hosted with SO-IL in Queens; a fourth edition with Justin Bennett and Matthea Harvey will launch in Staten Island. As Curatorial Strategist, van der Leer is part of the three-person curatorial team for the American Pavilion of the Venice Architecture Biennale in 2012, and for the Shenzhen & Hong Kong Bi-City Biennale of Urbanism/Architecture of 2011. Van der Leer was curator of the exhibition *6 Under 60: And Then It Became A City*. He has lectured internationally on architecture and cities and is a regular contributor to publications such as *Domus*, *Mark*, *The Architect's Newspaper*, *Azure*, and *PIN-UP*. Prior to the Guggenheim, van der Leer held editorial and curatorial positions at 010 Publishers in Rotterdam; the Office for Metropolitan Architecture (OMA) in Rotterdam; and Steven Holl Architects in New York. He received his MA with a focus on urban and architectural theory from the Department of Art and Cultural Sciences at Erasmus University Rotterdam, the Netherlands.

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Berlin Lab Team

José Gómez-Márquez

[José Gómez-Márquez](#) is interested in innovative uses of technology to empower citizens in the process of actively making. Following a DIY philosophy, Gómez-Márquez's programs will focus on the tangible aspects of building your own city and hacking space through the use of tools for rapid prototyping and creative construction.

José Gómez-Márquez is the program director for the Innovations in International Health (IIH) initiative at the Massachusetts Institute of Technology (MIT) and cofounder of LDTC+Labs, a design and strategy consultancy for international development technology. Among the projects under his technology practice at IIH is the Aerovax Drug Delivery System, a device for mass delivery of inhalable drugs and vaccines to remote populations. His IIH invention portfolio also includes SafePilot, a wireless cane for the blind, and most recently, the X out TB program, which aims to increase tuberculosis-therapy adherence in developing countries using novel diagnostics and mobile technology. Recently, the group has developed the MEDIKit, a series of design building blocks that empower doctors and nurses in developing countries to invent medical technologies. The lab's work has been profiled in *Discover*, *Wired*, and *The Economist*. Gómez-Márquez is also an instructor of MIT's D-Lab: Health, a course on designing global health technologies.

Gómez-Márquez serves on the European Union's Science Against Poverty Initiative Task Force and has participated as an expert advisor on the U.S. President's Council of Advisors on Science and Technology. He is a three-time MIT IDEAS Competition winner, with two Lemelson Awards for International Technology. In 2009, *Technology Review* included Gómez-Márquez on its "TR35" list of innovators under 35 and named him Humanitarian of the Year. In 2011, he was selected as a TEDGlobal Fellow. Gómez-Márquez arrived in the United States from his native Honduras on a Rotary scholarship in 1997. After working in institutional investments and international development, he studied at the Worcester Polytechnic Institute, where he focused on policy research studies covering international technology transfer and small-team innovation. He

currently lives in Cambridge, Massachusetts.

Working closely on programming for the Berlin Lab with Gómez-Márquez is Anna Young. Young is the R&D Officer for International Laboratories of Innovations in International Health at MIT. She graduated from the University of Dayton with a bachelor's degree in Finance and Economics, in 2008. Young is responsible for developing strategies to move technologies from need identification to R&D, to field-testing and user feedback and then implementation. Her solar autoclave research was recently recognized by the World Health Organization (WHO) as one of the top six innovative technologies in health.

Carlo Ratti

[Carlo Ratti](#) explores how new technologies are transforming the way we understand, design, and, ultimately, live in cities. Ratti's programs will explore different dimensions—including how we sense and act on our built environment, and how the latter then responds to us—as a way toward merging the digital and physical realms.

An architect and engineer by training, Ratti practices in Italy and teaches at the Massachusetts Institute of Technology (MIT), where he directs the SENSEable City Lab. He graduated from the Politecnico di Torino and the École Nationale des Ponts et Chaussées in Paris, and later earned his M.Phil. and Ph.D. at the University of Cambridge. Ratti has coauthored more than two hundred publications and holds several patents. His work has been exhibited worldwide, at venues such as the Venice Biennale, the Disseny Hub Barcelona, the Science Museum in London, the Gray Area Foundation for the Arts in San Francisco, and the Museum of Modern Art in New York. His Digital Water Pavilion at the 2008 World Expo in Zaragoza, Spain, was hailed by *Time* magazine as one of the best inventions of the year.

In June 2007, the Italian Minister of Culture named Ratti a member of the Italian Design Council, an advisory board to the Italian government comprising 25 leaders in the field of design in Italy. He was also appointed inaugural Innovator in Residence by the government of Queensland, Australia, in 2009; included in *60: Innovators Shaping Our Creative Future*, published by Thames & Hudson in 2009; and named in *Esquire* magazine's "2008 Best & Brightest" list. In 2010, *Blueprint* magazine selected him as one of "25 People Who Will Change the World of Design," and in 2011 *Forbes* listed him as one of the "Names You Need to Know." He recently was a presenter at TED2011 and is serving as a member of the World Economic Forum Global Agenda Council for Urban Management.

Corinne Rose

[Corinne Rose](#)'s interests lie in the intersections between psychology, architecture, and art, with a particular focus on microanalyzing urban environments and the identification of minimal variations that can create maximum impact. Her programs will touch upon aspects such as perception, communication, and emotions within urban contexts as they seek to reveal the unconscious processes we go through in city life.

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Rose is an artist and psychologist based in Berlin. She studied psychology at the Freie Universität Berlin, where she received her Ph.D. in 2006. Originating from microanalytic research and unconscious communication processes, her art examines the interaction of psychology with urban space and architecture. Rose employs video and photography in works that meld the fine arts, music, and science. Exploring buildings, interiors, urban spaces, and landscapes by creating portraits of specific locations and their contexts, she focuses on investigating different forms of human interaction with public and private space.

Rose teaches at the Y (Institut für Transdisziplinarität) at the Hochschule der Künste Bern, where cross-disciplinarity and the transgression of borders within the arts are core principles. Her works have been presented at the Aalto-Musiktheater Essen, Schaubühne Berlin, Schiller Theater Berlin, Deutsche Oper Berlin and Amerika Haus Berlin (in collaboration with Oper Dynamo West), Korean German Institute of Technology (KGIT) in Seoul, and the Nationalgalerie in Berlin.

Rachel Smith

[Rachel Smith](#) works on sustainable transportation and place-making systems and looks at creative self-solving as a channel to behavior change in urban spaces. Smith's programs will analyze the social-economic benefits and mobility aspects of city lifestyles and processes of optimization through meaningful interventions.

Smith, a British-born planner based in Brisbane, Australia, is passionate about all things sustainable and active transport. She is one of Australia's leading active-transport specialists and maintains a high profile in the engineering sector. Smith has spent the last 12 years working in bicycle planning, transport-strategy development, travel-behavior change, and congestion management in the private and public sectors. She was retained as a U.K. government advisor on three national transport panels for six years, developing and managing pilot and best-practice transport projects with schools, employers, and tourist destinations, and was a trusted advisor to the former Queensland transport minister. Smith won the 2003 CIHT BP International Road Safety Award for her success in creating significant change in travel patterns at schools in Penryn, Cornwall, was awarded an International Walk to School Week Award in 2004 for her innovative *Finding Nemo* school assemblies to reduce school-gate car congestion, and in 2005 convinced Playhouse Disney to work with her to produce a children's television program about the walking school bus at Devoran School in Cornwall.

In 2008, Smith was awarded the AITPM Janet Brash Memorial Scholarship and spent several months visiting and learning from the world's most acclaimed cities for cycling, including Bogotá, Amsterdam, Copenhagen, Odense, and Groningen. In 2010, Smith published her research on "Cycling Super Highways": a vision for seven-meter-wide high-capacity cycleways (3.6 meters of "usable cycling space" in either direction) completely separated from parked and moving cars and designed for everyone to be able to safely ride a bicycle regardless of age, physical ability, or cycling experience. Smith has published many papers, is a regular columnist for news and city-design websites, and works as a principal

transport planner with professional technical-services consultancy AECOM.

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Enrique Peñalosa
Juliet Schor
Rirkrit Tiravanija
Wang Shi

Gør alle tog-
stationer til-
gængelige
for handicap-
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시다 / Öffentli-
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in Kulturzent-
ren verwan-
deln / Give
tax credits for
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أن تجعل الخيارات السليمة
سهلة المثال / Pintar las ace-
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to / Κοινωνική kunst / 公共交

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/ Búyùk şe-
hirlerde kompakt
araba paylaşım
programları ge-
liştirerek /

Advisory Committee

Cycle 1

[Daniel Barenboim](#) is a world-renowned conductor and pianist. Since his international debut performance as a solo pianist at the age of ten, he has regularly performed in Europe and the United States, as well as in South America, Australia, and Asia. Barenboim has also been in great demand as a conductor with leading orchestras around the world. He currently serves as general music director of the Staatsoper Unter den Linden and *maestro scaligero* of the Teatro alla Scala in Milan. He is honorary conductor for life of the Chicago Symphony Orchestra and principal conductor for life of the Staatskapelle Berlin.

[Elizabeth Diller](#) is a founding principal of Diller Scofidio + Renfro, a 70-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.

[Nicholas Humphrey](#) is a theoretical psychologist, based in Cambridge, England, who is known for his work on the evolution of human intelligence and consciousness.

[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.

[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. As mayor of Bogotá, 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.

[Juliet Schor](#) is professor of sociology at Boston College and a member of the MacArthur Foundation Connected Learning Research Network. Before joining

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Boston College, she taught at Harvard University, in the Department of Economics and the Committee on Degrees in Women's Studies. A graduate of Wesleyan University, Schor received her Ph.D. in economics at the University of Massachusetts.

Born in Buenos Aires, 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.

[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 2010 he was named one of the 25 most influential business leaders in China by the Chinese edition of Fortune.

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BMW GUGGENHEIM LAB BERLIN ARCHITECTURE



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Berlin

Design architect: Atelier Bow-Wow

Exterior view

Photo: Christian Richters

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Design architect: Atelier Bow-Wow

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Design architect: Atelier Bow-Wow

Interior view

Photo: Christian Richters

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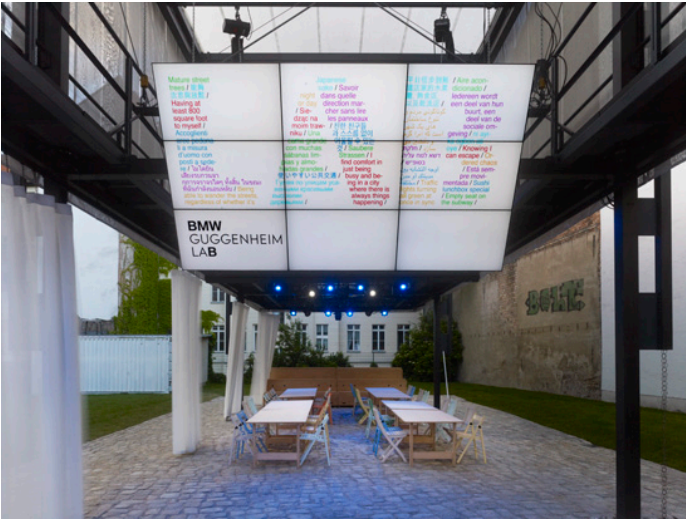
Berlin

Design architect: Atelier Bow-Wow

Interior view

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Interior view, detail

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Evening exterior view

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Interior view

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Interior view, detail

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BMW GUGGENHEIM LAB BERLIN LAB TEAM



Berlin Lab Team

Carlo Ratti, Corinne Rose, José Gómez-Márquez, Rachel Smith

Photo: Maria Nicanor

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Berlin Lab Team

Carlo Ratti, Corinne Rose, José Gómez-Márquez, Rachel Smith

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José Gómez-Márquez

The Little Devices Group at the Massachusetts Institute of Technology, Boston
BMW Guggenheim Lab, Berlin Lab Team
Photo: TEDGlobal 2011



Professor Carlo Ratti

Director, SENSEable City Lab at the Massachusetts Institute of Technology in Boston
BMW Guggenheim Lab, Berlin Lab Team
Photo: Lars Krüger



Corinne Rose

Artist and Psychologist (Ph.D.)
BMW Guggenheim Lab, Berlin Lab Team
Photo: Layo Mayoli



Rachel Smith

Principal Transport Planner, AECOM
BMW Guggenheim Lab, Berlin Lab Team
Photo: Perci Barnes, 2010

CYCLE 1 ARCHITECT



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Yoshiharu Tsukamoto, Momoyo Kaijima
Design Architects, Cycle 1, BMW Guggenheim Lab
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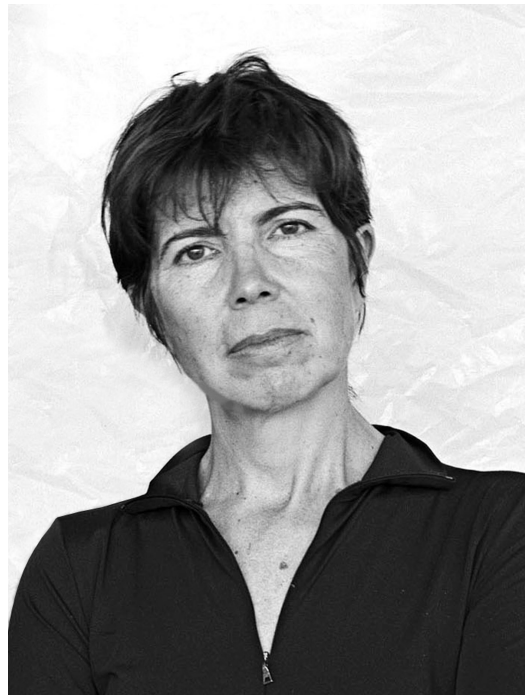


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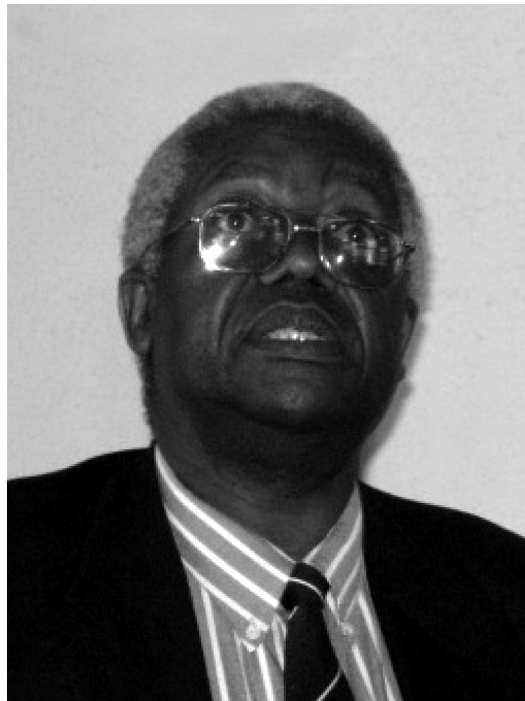
Daniel Barenboim
Conductor and pianist
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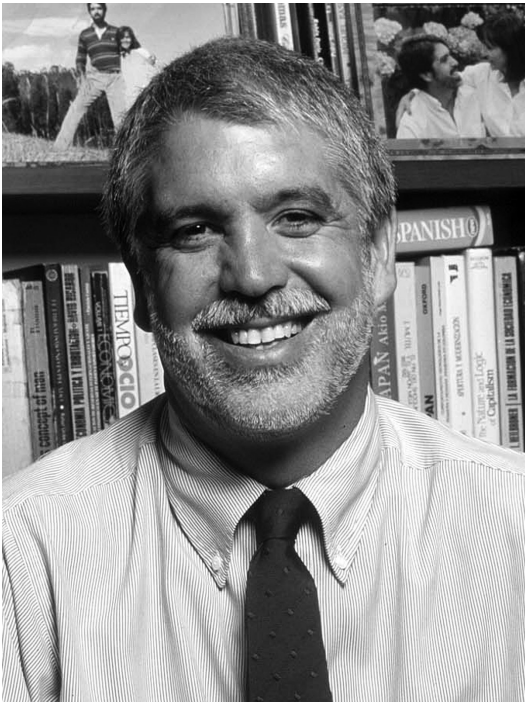
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Nicholas Humphrey
Emeritus Professor, London School of Economics
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Photo: courtesy Nicholas Humphrey



Muchadeyi Ashton Masunda
Mayor, Harare, Zimbabwe
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Enrique Peñalosa
President of the Board of Directors, ITDP (Institute for
Transportation and Development Policy)
Former Mayor, Bogotá, Colombia
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Juliet Schor
Professor of Sociology, Boston College
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Rirkrit Tiravanija
Artist
BMW Guggenheim Lab Advisory Committee
Photo: courtesy Rirkrit Tiravanija



Wang Shi
Chairman of the Board of Directors, China Vanke Co., Ltd.
BMW Guggenheim Lab Advisory Committee
Photo: courtesy Wang Shi

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

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