



Press release
14 April 2015

Jaime Hayon & MINI present the visionary installation “Urban Perspectives”. **On display at the Salone del Mobile 2015 from today.**

Munich/Milan. MINI has joined forces with the Spanish designer and artist Jaime Hayon for this year's Salone del Mobile. The highlight of this cooperation is a multi-faceted installation which presents Jaime Hayon's personal vision of urban mobility in the future in the shape of an imaginary living space.

As part of the installation, which can be viewed at the Laboratorio Bergognone, Jaime Hayon embarks on a journey into the mobile future. The focus of attention is the MINI Citysurfer Concept. This flexible electric kick-scooter gets you around town in a way that is even more individual and smarter – and, for Jaime Hayon, more inventive.

Taking his lead from its mobility attributes, Jaime Hayon has given the MINI Citysurfer Concept a new interpretation while taking its design dimension a step further. With the variants he has created, he takes us along on a fantastical trip through a modern metropolis.

Two new looks for the innovative concept.

Jaime Hayon has designed two distinctive versions of the MINI Citysurfer Concept. The surfaces of an artistic and playful version recall blue and white porcelain. With its graphical dots and stripes in rich colour tones, the Citysurfer Concept sports a cheerful pattern.

The second scooter also features the distinctive Hayon design. This version is an elegant and refined interpretation using high-grade materials. Copper and subdued shades of green are the dominating colour scheme, handlebar grips made of naturally coloured leather, anodised metal and polished copper details refine a modern look combined with classical elements. Both concepts reflect Hayon's style which is so unmistakable as it combines playful aspects and a focus on special material combinations.



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The urban jungle as an aesthetic space.

Using the MINI Citysurfer Concept, Jaime Hayon has created a space representing his idea of the urban jungle. "For me mobility means change and discovery. I wanted to explore this world of being on the move with my very own vision", says Hayon. His streets of marble stretch out towards an imaginary destination of shining blue columns. You are guided through the traffic not by a forest of signs but by simple dots, lines and reflective surfaces. Conventional traffic lights give way to gleaming copper lamps along the route, turning the city into an aesthetic playground.

Jaime Hayon's installation thus gives the visitor to the Laboratorio Bergognone a unique sense of immersion in an imaginary space. "MINI makes you feel alive. Jaime Hayon straightaway understood our identity and took us on a ride into his vibrant and inspirational world of aesthetics. His installation exudes creativity and invites everyone to come along for the ride!", says Anders Warming, Head of MINI Design.

Change of perspective. Combination of innovation and tradition.

Accessories especially developed for the installation reflect the dimensions of fantasy with which the Spanish designer takes us into the future of mobility. A helmet which resembles more of a mask than protective equipment plays with different perspectives. Two jacket models designed by Jaime Hayon featuring countless compartments are indispensable companions for dynamic travel. When it came to developing accessories, Jaime Hayon likewise discovered new technologies and combined them with traditional materials and craft techniques, as used for example in creating Venetian masks.

The MINI Citysurfer Concept design was implemented in close cooperation with the MINI design team led by Anders Warming, Head of MINI Design. Further details were manufactured in special craft workshops in Italy. Hayon brings together what seems opposite in an impressive fashion: High-tech and craftsmanship, innovation and tradition, playfulness and earnestness. This also became clear during Hayon's intensive collaboration with the MINI design team. "Jaime Hayon was propelled into the international spotlight with his cheerful and distinctive designs. For us at MINI it is a particular pleasure to witness how he re-enacts the fun part of future mobility



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while seriously discussing its core values with this project", is how Anders Warming sums of the cooperation with the designer.

Smart mobility. The MINI Citysurfer Concept.

The MINI Citysurfer Concept presented at the Los Angeles Auto Show 2014 stands for flexibility in urban areas: offering a comfortable, exciting and, not least, zero-emission ride, it plugs the frequent time-consuming gaps in the transport infrastructure of today's big cities. As a lightweight and compact single-track vehicle in the style of a kick-scooter with electric drive, the design study highlights the options for getting straight to your destination irrespective of congestion and the lack of parking spaces. Thanks to its minimal weight of around 18 kilograms (40 lbs) and its folding concept, it can be easily stowed away in the boot of the new MINI 5-door, for example.

Individual MINI program @Laboratorio Bergognone.

There is a six-day varied supporting program which accompanies Jaime Hayon's installation in the Laboratorio Bergognone which focusses on getting around in style on the MINI Citysurfer Concept. The design scene is invited to come and experience urban vibes in the "Latteria" café, in workshops with prestigious international guests as well as the pop-up store.

Address.

Jaime Hayon Urban Perspectives for MINI
Laboratorio Bergognone
Via Bergognone 26
20144 Milan

Opening times.

14 –19 April 2015

Tuesday	10.00 am – 1.00 am
Wednesday to Saturday	10.00 am – 11.00 pm
Sunday	10.00 am – 6.30 pm



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The BMW Group

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In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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