

Media Information
02 May 2023

BMW Group Design explores creative potential of transformation at mcbw

+++ Panel discussions and exhibitions from BMW Design, MINI and Designworks showcase new design perspectives in a time of social and technological change +++

Munich. At munich creative business week (mcbw), the BMW Group design team will highlight the creative potential of social and technological change. Under this year's motto "Why disruption unleashes creativity?", designers will share ideas with experts from various disciplines and develop inspiring new approaches.

New Modes II / New Collaborations.

As part of the "New Modes" series, BMW Group Design and Die Neue Sammlung – The Design Museum will explore the unifying quality of design and discuss questions related to the changing relationship between humans and the world around them with openness and curiosity. The series kicked off at mcbw 2022 with a panel discussion between Angelika Nollert of Die Neue Sammlung – The Design Museum, Adrian van Hooydonk, Senior Vice President BMW Group Design, and other dialogue partners on the possibilities for giving shape to social transformation through design.

In part two, "New Collaborations", David Zilber, Kai Langer and Hella Jongerius will discuss how new kinds of interaction between humans, nature and technology can help create a better approach to natural resources and enable new sensory experiences. The panel brings together three experts in their respective fields: David Zilber spent five years managing the fermentation lab at the "Noma" restaurant in Copenhagen, which was named the world's best restaurant multiple times. At her Jongeriuslab studio, Hella Jongerius combines the latest technological achievements with craft techniques, some of which are centuries old. Kai Langer, Head of BMW i Design, was chiefly responsible for the BMW i Vision Circular. This Vision Vehicle was reimagined from the ground up for the circular economy and combined with a new and inspiring aesthetic.

Places of creativity: Design talk with Stephanie Thatenhorst Interior, Steelcase and BMW Group Design.

In this talk, Elena de Kan, Steffi Zimmermann and Stephanie Thatenhorst explore how the places where we work influence our creativity and how we can design and foster creative spaces. The event will be held at the Learning & Innovation Centre of Steelcase, a multinational manufacturer of office

furniture and provider of space solutions, which, like the BMW Group, is also a partner of the mcbw. Elena de Kan leads Steelcase's workplace design and consulting team, which focuses on the holistic design of space concepts. Steffi Zimmermann is the design lead for colour and materials at BMW Design and aims to transform the car into an oasis of well-being. Stephanie Thatenhorst, the founder of a Munich interior design studio, has experience with a wide variety of projects: from private homes, exquisite residences and workspaces to restaurants and hotels. Her style is defined by two distinct worlds: One is eclectic, fearless and colourful; the other calm, relaxed and cosy.

Blurred Realities – How “unreal” unleashes creativity.

The growing fusion of real and digital worlds opens up limitless opportunities for new experiences. Design is not merely inspired by this development, but also changed by it. For decades, as the BMW Group's innovation incubator, Designworks has been exploring ideas at the intersection between “real” and “digital”, in an effort to constantly unearth new potential for shaping the future and refining its own design processes. The BLURRED REALITIES – HOW “UNREAL” UNLEASHES CREATIVITY exhibition at Designworks Studio Munich invites visitors to discover first-hand how designers approach the dimensions of “real” and “digital”, create new sensory experiences in both worlds and integrate customers into the process of curating experiences for a new reality.

MINI meets young talents.

MINI has collaborated with fashion and design college Deutsche Meisterschule für Mode/Designschule München on an interdisciplinary project in which young design students have created visual interpretations of the MINI brand claim "Big Love". The resulting exhibits, which express the young creatives' commitment to sustainability, diversity and progress, will be displayed in the MINI Pavilion.

The Munich creative business week takes place annually in the Bavarian capital, with the aim of developing creative and innovative potential across the region. The BMW Group has been a committed partner of Germany's largest design event since it was established in 2012. This year's event will be held from 6-14 May.

Details of the event are attached.

Corporate Communications

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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