

BMW Group **DesignworksUSA**

Media Information

BMW Group DesignworksUSA together with its client Landscape Forms receive “Green Good Design Award 2010”.

Two street lights from a product line of outdoor furniture win design award.

Munich/ Los Angeles: November 11th 2010. BMW Group DesignworksUSA has been awarded a 2010 “Green Good Design Award” for two streetlights from a collection of site furnishings designed on behalf of American based client Landscape Forms. The award is initiated by the European Centre for Architecture Art Design and Urban Studies and The Chicago Athenaeum and given out in 2010 for the second time. It complements the “Good Design Award”, the oldest and most important awards program worldwide.

Hi-Glo, a 12-foot pedestrian light and Lo-Glo, a 3-foot pathway light, feature LED cartridge technology that delivers energy efficiency, high performance, longevity and economy. Innovations in light color and reduced light pollution support the circadian cycle and human health. Both styles meet lighting requirements and help define identity in settings such as business districts, campuses and parks, or can be used as stand alone lighting. Laurenz Schaffer, President of DesignworksUSA, gives insight into the design philosophy. “In past days, eco friendly products used to present a green look and feel. Nowadays designers are facing the challenge to define new aesthetic experiences for products that incorporate new values of sustainability”, he says. “Sustainable design solutions integrate social and user needs, intelligent technologies, new materials and processes. With the design of Hi-Glo and Lo-Glo we have made the attempt to integrate these aspects as part of a comprehensive line of site furniture with a light and animated aesthetics that fits globally with agile and modern urban environment. We are proud that our design convinced the Good Design jury, and that we were awarded with a ‘Green Good Design Award’ right in its second year of existence.”

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The “Good Design” program was founded in Chicago in 1950. Its purpose is to emphasize the importance of sustainable design and to develop a public awareness program to the international general public about which companies are concentrating on sustainable design for our world environments.



For "Green Good Design", thousands of submissions were received from over 46 nations. Members of The European Center's International Advisory Committee – worldwide leaders in the design industry - served as the jury. They selected over 150 products, programs, people, government, environmental planning and architecture as outstanding examples of "Green Design".

About Landscape Forms

Since its founding in 1969 Landscape Forms has earned a reputation for excellent design, high quality products and exceptional service. The Landscape Forms U.S. headquarters and manufacturing facility is located in Kalamazoo, Michigan with sales offices throughout North America, the United Kingdom, the United Arab Emirates, Japan and Southern Europe. Landscape Forms collaborates with renowned industrial designers and consultancies, landscape architects, and architects to design and develop integrated collections of products that address emerging needs. Clients include municipalities, transit centers, corporate, college and health care campuses. Landscape Forms was recently named by the Wall Street Journal as one of the Top 15. Small Workplaces in the US. www.landscapeforms.com

About BMW Group DesignworksUSA

DesignworksUSA is a global creative consultancy specializing in transportation design, product design as well as creative consulting. The company, which was acquired by the BMW Group in 1995, operates globally from its three locations in the US, Europe and Asia. President Laurenz Schaffer leads DesignworksUSA's strategy and operations from the studio in California. With global resources and clients across a spectrum of forward-thinking industries, DesignworksUSA has an unparalleled understanding of consumers and the world that surrounds them, both today and many years into the future. In addition to being the creative partner to BMW Group, which includes BMW, MINI and Rolls-Royce Motor Cars, DesignworksUSA serves as an innovation driver for renowned customers from the most diverse industries such as IT, consumer electronics, aviation, medical, environment, lifestyle or sports. Clients include Boeing Business Jets, Siemens, Microsoft, HEAD, Hewlett Packard, Acer, Coca Cola Company and Sony. In 2010, Fast Company magazine ranked DesignworksUSA as the world's "#1 Most Innovative Company in Design," and among the "Most Innovative Companies for 2010." www.designworksusa.com

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