

BMW Group Corporate Communications

Media Information
May 6, 2011

BMW GUGGENHEIM LAB FACTSHEET

Project	A major, long-term global collaboration between the Solomon R. Guggenheim Foundation and BMW Group.
Mission	The goal of the BMW Guggenheim Lab is to inspire the creation of forward-looking designs for urban life by creating a multidisciplinary platform that encourages dialogue across architecture, art, design, education, science, and technology. Bringing together audiences with ambitious thinkers from around the globe, the BMW Guggenheim Lab will be a place to innovatively explore and address the challenges of the cities of tomorrow while focusing on the local realities of the cities of today.
Co-Initiators	BMW Group and Solomon R. Guggenheim Foundation
Process	<p>There will be three distinct BMW Guggenheim Labs, each with its own architect and theme. Each BMW Guggenheim Lab will travel to three major cities worldwide. The BMW Guggenheim Labs will travel in separate, consecutive two-year cycles, for a total project period of six years.</p> <p>In each city, a multidisciplinary BMW Guggenheim Lab Team (BGL Team), an innovative group of professionals identified as emerging 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. A distinguished Advisory Committee, comprised of internationally renowned experts from diverse creative, academic, and scientific fields, will nominate the members of each BGL Team, as well as providing ideas relating to the theme and consulting with members of the BGL Team.</p>
Curators	David van der Leer, Assistant Curator, Architecture and Urban Studies, and Maria Nicanor, Assistant Curator, Solomon R. Guggenheim Museum

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Website bmwguggenheimlab.org

Social Media
[Twitter.com/bmwgugglab](https://twitter.com/bmwgugglab) and [#BGLab](https://twitter.com/BGLab)
[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 ONE

Cities and Timeline New York, USA (August 3 – October 16, 2011)
Berlin, Germany (Spring/Summer 2012)
Asia (city/timing to be announced later this year)

International Advisory Committee
Daniel Barenboim (Conductor and Pianist, Argentina)
Elizabeth Diller (Designer, USA)
Nicholas Humphrey (Theoretical Psychologist, UK)
Muchadeyi Asthon 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 people can feel at ease in an urban environment, and how to find a balance between notions of modern comfort and the urgent need for environmental and social responsibility.

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

Graphic Designer Sulki & Min
Seoul, South Korea
Principals: Sulki Choi and Min Choi



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Structure

The first BMW Guggenheim Lab, designed by Atelier Bow-Wow of Tokyo, will be a lightweight, compact temporary structure of approximately 2,500 square feet. Described as a “traveling toolbox,” it will easily fit into densely built neighborhoods.

The lower level, a present-day version of the Mediterranean loggia, will be left open at most times. Its configuration will change periodically throughout the run of each BMW Guggenheim Lab to meet the needs of particular programs developed by the BGL Team.

The upper level will house a flexible rigging system and will be wrapped in a semitransparent mesh material. Through this external skin, visitors will be able to catch glimpses of the extensive apparatus of tools that will be easily lowered or raised from the fully enclosed toolbox canopy.

A series of smaller wooden structures to be placed in close proximity to the main BMW Guggenheim Lab will provide space for the restrooms and a cafe. Whereas the main BMW Guggenheim Lab is forward-looking in its materiality and highly urban in its programmatic approach, the design of restrooms and cafe references timeless timber construction that has been used in many settings, rural and urban. Together, the wooden structures and the main BMW Guggenheim Lab will form a temporary twenty-first-century ensemble that in each city will frame a particular urban void.

Graphic Design

The graphic identity of the BMW Guggenheim Lab will include an interactive logo created by graphic designers Sulki & Min from Seoul. Unlike traditional logos, Sulki & Min’s design will grow and change through audience interaction on bmwguggenheimlab.org for the duration of the BMW Guggenheim Lab project. Just as the BMW Guggenheim Lab will be a space for the exchange of ideas, its logo will become the metaphorical and virtual representation of worldwide interaction with



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the theme of Confronting Comfort and the larger discourse about cities and urban life.

NEW YORK BMW GUGGENHEIM LAB

Location

First Park
33 East First Street
(between First and Second Avenues)
New York City

A New York City Department of Parks & Recreation site.

BMW Guggenheim Lab Team (BGL Team)

Omar Freilla (Environmental Justice Activist, Cooperative Developer, Founder and Coordinator of Green Worker Cooperatives)
Bronx, New York, USA
Charles Montgomery (Award-Winning Journalist and Urban Experimentalist)
Vancouver, Canada
Olatunbosun Obayomi (Microbiologist and Inventor)
Lagos, Nigeria
Elma van Boxel and Kristian Koreman (Architects, ZUS [Zones Urbaines Sensibles])
Rotterdam, Netherlands

Program Overview

The BGL Team will design public programs, experiments, and an installation exploring how interventions and innovations that decentralize, decelerate, localize and democratize New Yorkers can reinvent urbanity, creating a more adaptable and sustainable version of comfort. Audiences will be encouraged to participate and contribute to the answers, ideas, and stories generated by the BMW Guggenheim Lab.

Programming will include unconventional tours exploring the urban fabric, hands-on experiments and how-to workshops, film screenings, and community-based discussions.



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New York BGL Team Key Collaborators

Age Lab, Massachusetts Institute of Technology
(MIT)
Cambridge, Massachusetts, USA

Latin Lab, School of Architecture, Planning and
Preservation, Columbia University
New York, USA

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

THNK, The Amsterdam School of Creative
Leadership
Amsterdam, Netherlands

Hours

Wednesday – Thursday: 1 – 9 pm
Friday: 1 – 10 pm
Saturday – Sunday: 10 am – 10 pm

Admission

Admission and all public programs will be free.

LAB FABRICATION AND ENGINEERING

**Superstructure Fabrication
and Installation** NUSSLI Group
Switzerland/USA

Structural Engineer Arup
Tokyo, Japan

NEW YORK DESIGN, ENGINEERING AND CONSTRUCTION

Architect of Record Fiedler Marciano Architecture
New York, USA

**Structural and Civil
Engineer** Arup
New York, USA

**Site Preparation
Construction Management** Sciam Construction Co.
New York, USA



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