

BMW GUGGENHEIM LAB

PRESS VIDEOS

May 6, 2011

VIDEO INSTRUCTIONS

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E-mail pressoffice@guggenheim.org with any questions.

CYCLE 1 BMW GUGGENHEIM LAB



BMW Guggenheim Lab to Launch in New York in August 2011

Learn more about this major new initiative as the curators introduce the BMW Guggenheim Lab and the members of the New York BMW Guggenheim Lab Team offer their thoughts on the project's location, theme, and goals.

A Deltree Production. Director: The Reece Brothers. Producer: Abby Hardy. Editor: John Vo. Music Composition: The Craft Brothers & Chaz Knapp. Music Supervisor: Rachel Puckett. © 2011 The Solomon R. Guggenheim Foundation, New York.

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BMW Guggenheim Lab Cycle 1: Architects' Animation

Discover the inspiration and concept behind the innovative architectural structure for the first cycle of the BMW Guggenheim Lab, designed by Atelier Bow-Wow (Tokyo, Japan), and follow this "traveling toolbox" as it makes its way across the globe.

Designed by Atelier Bow-Wow (Tokyo, Japan). Principals: Yoshiharu Tsukamoto and Momoyo Kaijima.

Video: courtesy Atelier Bow-Wow

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Meet Omar Freilla, BMW Guggenheim Lab Team – New York

Hear how South Bronx environmental activist Omar Freilla perceives the social and environmental systems of today's cities, and get his take on the power of accountability.

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Meet Charles Montgomery, BMW Guggenheim Lab Team – New York

Listen in as Canadian journalist Charles Montgomery discusses his perspective on psychological comfort and personal relationships in cities.

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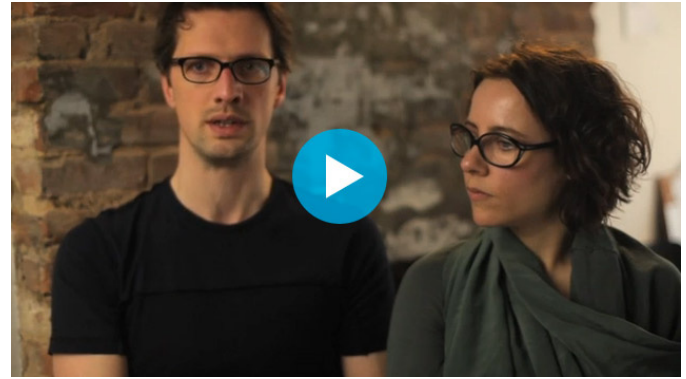


Meet Olatunbosun Obayomi, BMW Guggenheim Lab Team – New York

Learn how Nigerian microbiologist Olatunbosun Obayomi draws inspiration from the city and its systems, and his thoughts on how these systems can address individual and collective comfort.

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Meet Elma van Boxel and Kristian Koreman, ZUS [Zones Urbaines Sensibles], BMW Guggenheim Lab Team – New York

Find out how Dutch architects Elma van Boxel and Kristian Koreman conceive of the tension between private and public comfort in the city.

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