

Press release  
January 2012

**On perfection in composition.  
A portrait of Anders Warming.**



Since December 2010, Anders Warming has held the post of Head of MINI Design. His career path has been the realisation of a childhood dream: Warming never wanted to do anything else but design cars. Barring a short gap, Danish-born Warming has spent his entire professional career with the BMW Group: from DesignworksUSA via BMW Design to MINI Design. The hallmark of his work is the greatest possible precision coupled with creativity. His aim is always to produce a virtuous equilibrium, be it between engineering skill and aesthetics, intellect and gut instinct, or hand and heart.

**His philosophy: design as a skilled craft.**

Anders Warming sees design as the perfect balance between engineering skill and aesthetics, and he believes art to be the link between these two poles. Only through art can design come into being. He views automotive design as a virtuosic handcraft in the literal sense – a work created by hand. That is why he assigns great importance to the sketching phase: in the development process the sketch is crucial to the entire shape of the design. Authenticity also plays a pivotal part in his work. The vision of a vehicle should be comprehensible and should speak to people not only on an intellectual but also an emotional level. He learnt his craft at two of the motor industry's most famous training

Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address  
BMW AG  
80788 München

Telephone  
+49-89-382-20961

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



Press release  
Date January 2012  
Subject On perfection in composition. A portrait of Anders Warming.  
Page 2

establishments: the Art Center College of Design in the Swiss town of Vevey and the Art Center College of Design in Pasadena, California.

### **His source of inspiration: from Yesterday to Helter Skelter.**

The plain-speaking and likeable Dane likes to draw inspiration from great artists who operate outside the world of design. Along with Picasso, these chiefly include musicians and bands like Miles Davis, Radiohead and The Beatles. The work of Liverpool's Fab Four holds a special fascination for Anders Warming, and the ideal balance between the intellectual and artistic components in their music has become a model for his own work. It is above all the virtuosity and single-mindedness of Paul McCartney that inspires Warming and underpins his work. He does not believe the success of The Beatles was a coincidence; it was the declared aim of the band right from the outset. And so, from his admiration for the most successful pop group of all time, a parallel is slowly revealed with his own calling, which he regards as a gift – in both senses of the word.

### **On the personal side.**

Anders Warming indulges his passion for music in his private life, too. He loves playing the guitar, and draws his creative strength from it. He also enjoys talking to young people who aspire to a career in car design, helping them by passing on his insights into the challenges of the industry. Anders Warming is married with four children and lives in Munich.



Press release  
Date January 2012  
Subject On perfection in composition. A portrait of Anders Warming.  
Page 3

In the event of enquiries please contact:

### **BMW Corporate Communications**

Katrin Herold, MINI Design and Lifestyle Communication  
Tel.: +49-89-382-57185, Fax: +49-89-382-20626

Susanne Giuliani (née Spatz), BMW Group Design and Lifestyle Communication  
Tel.: +49-89-382-20961, Fax: +49-89-382-20626

Media Website: [www.press.bmwgroup.de](http://www.press.bmwgroup.de)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)

### **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

[www.bmwgroup.com](http://www.bmwgroup.com)  
Facebook: <http://www.facebook.com/BMWGroup>  
Twitter: <http://twitter.com/BMWGroup>  
YouTube: <http://www.youtube.com/BMWGroupview>

# MINI

## Corporate Communications



Press release

Date January 2012

Subject On perfection in composition. A portrait of Anders Warming.

Page 4