



Press release  
9 April 2013

## **MINI at the Salone del Mobile 2013. The MINI KAPOOOOW! installation transports visitors into another dimension with its sheer dynamic power.**

**Munich/Milan.** The MINI Design Team led by Anders Warming, Head of MINI Design, presents the MINI Paceman as a dynamic sculpture during the Salone del Mobile 2013. In the two-part MINI KAPOOOOW! installation the MINI Paceman – detached from the traditional design process – crosses the boundaries of space and undergoes a transformation of its materials and forms. The installation is set up in an authentic MINI realm of experience – the MINI Paceman Garage. During the Salone del Mobile from 09 – 14 April 2013, MINI KAPOOOOW! @MINI Paceman Garage will act as a launch pad and platform for creative exchanges among artists and designers while offering a wide range of events.

### **MINI KAPOOOOW! A journey of inspiration.**

With their creative interpretation of a MINI Paceman, the MINI Design Team headed by Anders Warming conjure up a multidimensional installation that has been inspired by the versatile attributes of the Sports Activity Coupé. The fundamental notion underpinning the MINI KAPOOOOW! spatial concept is that the MINI is in essence a very emotion-led product which breaks the norms and boasts a highly distinctive personality. With its sporting agility, the MINI Paceman is poised to leap into a new world in which colours and materials change and open the door to unimagined realms of experience.

The first phase of the installation presents the rear end of the MINI Paceman as a highly dynamic sculpture. It is seen as a real, chromed vehicle about to embark on its metamorphosis. The individual vehicle components seem to fly apart, the colourful threads emanating from it representing this highly energy-charged process. At the same time the MINI is “interwoven” into a greater context and connected with the people whose profiles are anticipated at the front end.

In the second phase the MINI Paceman crosses a boundary in the middle of the room. In this new dimension the vehicle abandons its original form and the front end becomes an idea made of paper, with only its contours now suggested.

Through numerous bits of paper and coloured tabs the MINI Paceman

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materialises into a new physical representation. The use of paper symbolises the “prototyping” of a creative process and as such opens up the possibility of drawing on its two-dimensionality to represent a new three-dimensional sculpture. The aim of this inspirational journey is to present a colourful “wall of fame” displaying not only successful MINI models but also well-known film and cult personalities. Be your own hero – MINI opens the door to this world.

### **Individual programme for creatives @MINI Paceman Garage.**

The upshot of this exciting transformation is the MINI KAPOOOO! installation which will be exhibited in the temporary MINI Paceman Garage during the Salone del Mobile. In addition, there will be a six-day, wide-ranging support programme at Via Tortona 20 which takes its lead from the attributes of the MINI Paceman. Artists and creatives from the design scene will be able to enjoy hot DJ sets, meet and greets, show cooking sessions and the “Starlight Blue Night” – all under the banner of the youngest member of the MINI family: sporting, flamboyant and versatile.

For further information please go to the official homepage at <http://www.mini.it/designweek/>

MINI KAPOOOO! @MINI Paceman Garage will be open to visitors of the Salone del Mobile from 09 to 14 April 2013 at Via Tortona 20, 20114 Milan.



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### **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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 eight years.

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