

Media Information
May 22, 2013

BMW Guggenheim Lab Publishes New York and Mumbai Lab Editions of “100 Urban Trends: A Glossary of Urban Trends from the BMW Guggenheim Lab”.

100 Urban Trends from New York, Berlin, and Mumbai Labs to Be Explored in BMW Guggenheim Lab Exhibition at the Solomon R. Guggenheim Museum, New York from October 11, 2013 to January 5, 2014.

Related Blog Series Launches Today.

New York/ Munich. Today the BMW Guggenheim Lab announced the publication of “100 Urban Trends: A Glossary of Ideas from the BMW Guggenheim Lab New York” and “100 Urban Trends: A Glossary of Ideas from the BMW Guggenheim Lab Mumbai”. Complementing the Berlin Lab trends published in November 2012, the New York and Mumbai editions round out a series of glossaries showcasing the most talked-about urban trends from the Lab’s three global stops to date, and create a new resource for understanding the way people relate to and live in cities. All three glossaries, which have been written by Lab curator Maria Nicanor, curatorial assistants Amara Antilla and Stephanie Kwai, and the Lab’s resident writer, Christine McLaren, can be accessed online in a dynamic interactive feature designed by Collective Assembly at 100urbantrends.org. The glossaries, designed by graphic designers Sulki & Min, are also available on the BMW Guggenheim Lab [website](#).

The BMW Guggenheim Lab is designed to raise awareness and generate conversations about important urban challenges in cities around the world. The Lab launched in New York (August 3 – October 16, 2011) with a focus on the theme of “Confronting Comfort”; traveled to Berlin (June 15 – July 29, 2012), where the programming emphasized active citizen participation in shaping cities; and then opened at multiple sites in Mumbai (December 9 – January 20, 2013), where projects and programs explored perceptions of privacy and public space.

“These glossaries are meant to further the conversations started by the Lab and spark analyses of these three cities and comparisons of the respective urban environments,” stated Richard Armstrong, Director of the Solomon R. Guggenheim Museum and Foundation. “Integral to these glossaries is the concept of cities as hubs for ideas, and how the Lab has captured some of the prevailing thoughts citizens and experts alike have about their cities.”

The glossaries include trends such as the following, with details of Lab programs that relate to the trend and a list of related terms:

- **10,000 Honks:** celebrity cricket player Sachin Tendulkar, who visited the Mumbai Lab, suggested a rule that would limit every car to 10,000 honks after the time of its purchase. The regulation would help control sound pollution in Mumbai’s streets and fund urban noise-reduction projects, as



Media Information

Date May 22, 2013

Subject BMW Guggenheim Lab Publishes New York and Mumbai Lab Editions of 100 Urban Trends: A Glossary of Urban Trends from the BMW Guggenheim Lab.

Page 2

drivers would need to purchase any additional honks from the government. (Mumbai)

- **Glocalism:** combining “local” and “global,” this term speaks to two forces at play in all neighborhoods. In a climate shaped by rapid globalization and multinational corporations, widespread sameness is evident in any cosmopolitan hub. Conversely, each city has its own local, vernacular traditions. Glocalism is the merging of these two seemingly opposing forces. (New York)
- **Retrofitting Infrastructure:** the reimagining of an existing piece of major organizational infrastructure (e.g., transportation, water, sewage, and electricity). More than half of the world’s population now lives in cities. Although cities are more energy efficient than areas of suburban sprawl, they still face challenges to sustainable living—mainly due to the fact that the major infrastructure necessary to provide essential needs for residents and businesses has already been put in place. Rather than expending additional energy, resources, and funds on demolishing heavy infrastructure to improve city living, retrofitting infrastructure has become an alternative solution. (Mumbai)

Participatory City: 100 Urban Trends from the BMW Guggenheim Lab

“Participatory City: 100 Urban Trends from the BMW Guggenheim Lab”, opening at the Guggenheim Museum on October 11, 2013, will explore key experiences and discoveries from the New York, Berlin, and Mumbai Labs. The exhibition will document the most talked-about themes and ideas that emerged from the Lab in each city. Architects, academics, designers, artists and other invited guests from 50 cities around the world will submit drawings, sketches, short videos, or digital renderings that respond to and illustrate 50 of the 100 trends featured in the glossaries. The remaining 50 trends will be represented by examples from Lab programs and projects.

“The aim of the exhibition is to take the temperature of three particular cities during a specific period of time—New York, Berlin, and Mumbai between 2011 and 2013—and to understand the ideas that city experts and non-experts discussed for the present and future of cities,” said Lab curator Maria Nicanor. “By looking at learnings from the cities the Lab has visited alongside new ideas from other global urban centers, we are able to gain a more comprehensive understanding of cities today.”

Blog Series

As part of this exploration, Lab I Log, the BMW Guggenheim Lab’s blog, today launches a weekly article series that will focus and expand on the urban trends. Participating writers include Mason Currey, a former Metropolis editor and author of *Daily Rituals: How Artists Work*; Rosanna Flouty, New York Lab Programs Manager and Director of Education for Art21, Inc.; Sarah Goodyear, journalist and writer for *Atlantic Cities*; Alejandro de Castro Mazarro, Latin Lab Program Coordinator, and Adjunct Assistant Professor, Graduate School of Architecture, Planning and

Media Information

Date May 22, 2013
Subject BMW Guggenheim Lab Publishes New York and Mumbai Lab Editions of 100 Urban Trends: A Glossary of Urban Trends from the BMW Guggenheim Lab.
Page 3

Preservation, Columbia University; the Lab's resident writer, Christine McLaren; and journalist and New York Lab Team member Charles Montgomery.

The Guggenheim will announce details about the exhibition this summer.

About the BMW Guggenheim Lab

The BMW Guggenheim Lab is a co-initiative of the Solomon R. Guggenheim Foundation and the BMW Group. The BMW Guggenheim Lab is curated by Maria Nicanor of the Solomon R. Guggenheim Museum. The project's blog, [Lab | Log](#), features interviews with BMW Guggenheim Lab contributors and includes coverage of the Lab's activities. The public is invited to join the BMW Guggenheim Lab's dedicated social communities on Twitter ([@BMWGuggLab](#) and [#BGLab](#)), [Facebook](#), [YouTube](#), and [Flickr](#), and to [subscribe](#) to the Lab's e-newsletter for the latest project updates.

For the complete press materials, go to bmwguggenheimlab.org/presskits

For publicity images, go to bmwguggenheimlab.org/pressimages

For publicity videos, go to bmwguggenheimlab.org/pressvideos

User ID = photoservice

Password = presspass

About BMW's Cultural Commitment

For more than 40 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on modern and contemporary art, jazz and classical music as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York. The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview

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.



Media Information

Date May 22, 2013
Subject BMW Guggenheim Lab Publishes New York and Mumbai Lab Editions of 100 Urban Trends: A Glossary of Urban Trends from the BMW Guggenheim Lab.
Page 4

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

For questions please contact:

Almut Stollberg

BMW Group Corporate and Governmental Affairs

Spokesperson Cultural Engagement

Telephone: +49 89 382 38770, Fax: +49 89-382-10881

Leonie Laskowski

BMW Group Corporate and Governmental Affairs

Cultural Engagement

Telephone: +49 89-382-45382, Fax: +49 89-382-10881

Media Website: www.press.bmwgroup.com

E-mail: presse@bmw.de