



Press release
7 April 2014

MINI and United Visual Artists present PARALLELS inspired by MINI Connected at the Salone del Mobile 2014.

**The interactive light and sound installation opens a
window into mobile connectivity.**

Munich / Milan. MINI is once again using the Salone del Mobile to showcase its visionary design perspectives with an impressive installation. The MINI design team fronted by Head of MINI Design Anders Warming has joined forces with London-based art and design collective United Visual Artists (UVA) to present PARALLELS.

This three-part light and sound installation, a new artwork by UVA, was inspired by MINI connected and the possibilities inherent within intelligent connectivity. UVA's creative interpretation of MINI Connected – MINI's in-car infotainment solution – stimulates dialogue on the myriad possibilities generated by digitally interconnected mobility, which extend well beyond the boundaries of the vehicle.

PARALLELS inspired by MINI Connected will be on display during the Salone del Mobile 2014 at the Magazzini di Porta Genova from 8 – 13 April.

The interaction of man and technology.

MINI Connected links up the MINI and its driver. Internet-based smartphone services can be integrated directly into the car's high-resolution on-board display to turn the MINI into the driver's own personal assistant. The interactive character of the MINI Connected technology is visually enhanced by the new MINI interface design, which passes feedback onto the driver by means of light effects.

The three-part PARALLELS takes inspiration from MINI Connected's seamless transition between home, office and car – interpreting this connectivity as a palpable art form and invoking the most striking element of the new MINI interface design: light – as illustrated by MINI's interactive LED ring. The signature ring encircles the new MINI central instrument and communicates silently with the driver via light impulses in different colours.



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Page 2

In PARALLELS this feature is reflected by three rings, each with a diameter of 1.5 metres. The rings are fixed to the wall one metre apart and each projects a tunnel of light measuring around 10 metres in length and creating a virtual “space inside a space”. Visitors can move around between the cylindrical bodies of light, free from physical boundaries. Each light tunnel forms a separate, enclosed, atmospheric world, the spectrum of colour in the light ranging from diamond white via turquoise to a forceful dark blue. The light cylinder uses motion sensors to engage visitors in interactive dialogue. The visitors’ movements trigger feedback in the form of changes in colour and light, as well as atmospheric sound effects. This action and reaction generates an emotional connection between the installation and the visitors, who become its focal point, turning it into a personal experience through their movements.

MINI and UVA – a creative partnership.

MINI and UVA are both recognised in their individual fields for a passion for innovation.

UVA was founded in London in 2003 by Matthew Clark, Chris Bird and Ash Nehru, and the multidisciplinary art and design collective has since developed a reputation for combining a broad spectrum of art forms – including sculpture, installations, live performance and architecture – in their designs. Among their best-known works is the audiovisual and interactive installation “Volume”, which was on display in London, Hong Kong, Taiwan, Melbourne and St. Petersburg in 2006/2007. Also widely critically acclaimed is their current installation ‘Momentum’ at London’s Barbican Centre.

“It was really interesting for us to work from the starting point of a design object which represents so successfully the concept of connectedness - and to then create an art piece inspired by that.” says Clark, Creative Director at UVA. “Interpreting MINI Connected to create something that could be experienced on a physical level and bringing it into our work was a challenge that inspired us. We’re very happy with the result and are eager to observe people’s reactions when they interact with it.”



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Page 3

“Their experience in the field of light-based art made UVA the ideal partners for us in depicting connectivity in original and surprising ways,” explains Anders Warming. “Light creates atmosphere, which is why we are making increasing use of light to generate a certain ambience inside MINI cars. We’re delighted that, together with UVA, we’ve succeeded in creating an installation which illuminates the intelligent link-up of driver, vehicle and outside world from a very different perspective.”

Address and opening times:

Magazzini di Porta Genova
Via Valenza 2
20144 Mailand

Opening times:
12 pm – 12.00 am

In the event of enquiries please contact:

Corporate Communications

Nadja Horn, MINI Design and Lifestyle Communication
Phone: +49-89-382-24360, Fax: +49-89-382-20626

Markus Sagemann, Head of Product and Lifestyle Communication MINI, BMW Motorcycle
Phone: +49-89-382-68796, Fax: +49-89-382-24418

E-Mail: presse@bmw.de
Internet: www.press.bmwgroup.de

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 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.



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Page 4

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