



Press release
15 September 2014

BMW Group Design presents “Double Space for BMW – Precision & Poetry in Motion” by Edward Barber & Jay Osgerby as part of the London Design Festival. An installation that transforms the perception of space and creates new perspectives in a unique way.

Munich/London. In partnership with the BMW Design Team led by Karim Habib and under the overall direction of Adrian van Hooydonk, British designers Edward Barber & Jay Osgerby have created an impressive installation under the banner of “Precision and Poetry”. It will be on display in the famous Raphael Gallery of the Victoria and Albert Museum (V&A) during the London Design Festival from 13 – 21 September and, beyond that, until 24 October 2014. “A successful project always depends on the right partners,” says Ben Evans, Director of the London Design Festival, “and BMW not only knows about design, it lives design.” The kinetic design installation “Double Space for BMW – Precision & Poetry in Motion” brings together technical precision and poetic semantics to create a compelling immersive experience.

Creating new perspectives. An installation as a spatial experience.

Presented in one of the most central and important spaces at the V&A – the 600-square-metre Raphael Gallery housing the artist’s famous cartoons for his Sistine Chapel tapestries – the installation “Double Space for BMW – Precision & Poetry in Motion” invites visitors to direct their gaze upwards. Floating above their heads, the installation consists of two reflective aluminium objects that revolve on their own axis either simultaneously or alternately. Each object measures some 15 by 10 metres and, in these impressive dimensions, cites the monumental size of the Raphael Gallery – “a place that cries out to create something great”, in the words of Jay Osgerby. Not only are the sheer dimensions of the installation impressive, but the experience as such is equally so: the near-silent rotation of the two reflective objects gives rise to a poetic choreography that offers unique snapshots of the historic Raphael paintings and introduces motion into an otherwise static space. ““Double Space for BMW’ is a compelling projection of our design concept for the BMW brand,” says Karim Habib, Head of Design BMW Automobiles. “The reflections on a precision-built metal structure bring poetry alive while dismantling habitual perceptions of

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architecture and its environment. At the same time tradition and modernity are brought together here. Through ‘Double Space for BMW’ visitors are able to see and experience well-known Renaissance paintings in an utterly new and highly personal way.”

“Precision and poetry” as a leitmotif.

Edward Barber & Jay Osgerby drew their inspiration from the leitmotif of BMW’s design philosophy, “Precision and Poetry”. “Before its official world premiere, we showed Edward and Jay the BMW Vision Future Luxury, which for us embodies the aesthetics of precision fused with the grace of poetry,” explains Karim Habib. Barber & Osgerby interpreted this leitmotif in their own way and created an installation that merges technology and sensuality into a single experience. “This work offers an infinite change of perspective on an immense scale”, say Edward Barber & Jay Osgerby.

BMW and Barber & Osgerby – a creative partnership.

BMW and Barber & Osgerby share a passion for technical innovations and cutting-edge materials. Precision and aesthetics are key to both partners in this collaboration. With Barber & Osgerby – as with the technically advanced and forward-looking vehicles from BMW – this spawns structures that evince ingenuity but never appear complex or complicated. Rather, they are simultaneously minimalist and emotionally charged. “I’ve been observing Edward and Jay’s works for some time and was intrigued as to how they would interpret the BMW brand,” says Karim Habib. “At our very first meeting they instantly understood the core of our design philosophy. They introduced their own conceptual approach to create this new interpretation for themselves and for us.”

An exceptional platform for a unique installation: the London Design Festival.

Now in its twelfth year, the London Design Festival is an annual event that promotes and celebrates London as a design capital and gateway to the



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international creative scene. The hub of the ten-day programme is the Victoria and Albert Museum, where the Festival’s main projects and commissions can be viewed in a museum environment. With “Double Space for BMW” the BMW Group continues its partnership with the London Design Festival which began in 2013. “For customers of the BMW Group, design is the number one purchase driver,” states Adrian van Hooydonk, Senior Vice President BMW Group Design. “Against that background, we cultivate an active design culture and are involved in famous events such as the London Design Festival. We are delighted to be actively supporting this year’s Festival. Collaborating with internationally renowned designers is an inspiring experience for the entire design team of the BMW Group.”

This project is already the sixth collaboration of its kind. Past installations presented during the Salone del Mobile, Milan’s home furnishing fair, are “Dwelling Lab” with Patricia Urquiola, Giulio Ridolfo and Kvadrat (2010), “Sestosenso” with Paul Cocksedge and Flos (2011), “COLOUR ONE for MINI by Scholten & Baijings”(2012), “MINI Kapooow!”, MINI Design Team (2013) and “Parallels” with United Visual Artists (2014).

The installation “Double Space for BMW – Precision & Poetry in Motion” by Edward Barber & Jay Osgerby can be viewed from 13 September to 24 October 2014 in the Raphael Gallery of the Victoria and Albert Museum, Cromwell Road, London SW7 2RL.



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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. 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 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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