

Press release
14 November 2014

MINI and Republic of Fritz Hansen present a new take on the legendary Drop chair.
A modern homage – on show at blickfang Copenhagen 2014.

Munich/Allerød. Urban, thrilling, functional – MINI and Danish furniture-makers Republic of Fritz Hansen have made history with their designs. Five years on from their first joint venture – the “MINI Airstream by Fritz Hansen” trailer concept – their second collaboration is to be presented during the blickfang design exhibition in Copenhagen from 15 to 16 November 2014. It takes the form of a modern homage to the Classic Drop chair, now sporting an iconic MINI look. This lounge seat was designed for the renowned SAS Royal Hotel in Copenhagen back in 1958, the year before the classic Mini revolutionised the automotive scene. Today it ranks among the most celebrated pieces of iconic furniture design.

“Along with our rigorous design standards, the textiles used in the MINI have to meet a whole range of requirements,” says Annette Baumeister, Head of MINI Design Colour and Trim. “The materials must be timeless, comfortable and functional. Transferring this expertise to a furniture classic was an exciting challenge.”

The best of both worlds: Fritz Hansen Drop Chairs by MINI.

The upshot is a brace of individual pieces showcasing the fusion of classic form language with forward-looking design elements – the Classic Drop Chair and the Modern Drop Chair designed by MINI. The seat cushions with their stitched inserts lend both chairs the aura of an automotive interior, while contrast stitching and coloured piping – hallmark MINI styling cues – cite the brand’s familiar design language. The Classic Drop Chair designed by MINI and made from premium full nappa leather features a piped insert that harks back to the seats of the classic MINI. Its Pepper White legs echo one of the most popular bodywork colours for the current MINI family for several generations. On the Modern Drop Chair designed by MINI, with its fabric / nubuk leather combination, the key highlights are blue leather and a sophisticated stitched diamond pattern that made its first appearance in the MINI Clubman Concept presented at this year’s Geneva Motor Show.

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The Fritz Hansen Drop Chairs by MINI are on show from 15 to 16 November 2014 at the Øksnehallen, Halmtorvet 11, 1700 Copenhagen.

Four-year partnership for MINI and blickfang.

In 2010 MINI became a premium partner of the blickfang design exhibition, which was inaugurated in Stuttgart in 1992 and is now held annually in six cities. Depending on the location, between 150 and 220 designers from the world of furniture, fashion and jewellery showcase their latest collections at the fair. Drawing on its unique recipe of design expertise, source of inspiration and retail therapy, blickfang has over the years emerged as a major hub within the international design scene.

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The BMW Group

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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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