



Press release
8 January 2015

BMW i partners the Wallpaper* Design Awards 2015. Benoit Jacob, Head of BMW i Design, is a member of the high-ranking panel of judges.

Munich. BMW i is partnering the 11th edition of the Wallpaper* Design Awards. Taking place in London on Thursday 15 January 2015, the event is a celebration of the very best people, places and designs as selected by Wallpaper* magazine. Part of this year's international judging panel who have selected the magazine's major awards is Benoit Jacob, Head of BMW i Design: "I am thrilled to be one of the judges. It's always exciting and inspiring to see design completely detached from the conventional perspective of the automotive sector."

Joining Benoit on the six strong panel is artist Marina Abramović; internet entrepreneur Nick d'Aloisio; Wallpaper* 2014 designers of the year, Neri & Hu; landscape designer Piet Oudolf and Brazilian architect, Isay Weinfeld.

The Judges' Awards comprises a total of eleven categories including Designer of the Year, Best Domestic Design, Best New Hotel and Life-enhancer of the Year. All other awards have been chosen by Wallpaper* editors and global contributors.

The winners of this year's prestigious Judges' Awards include Tokyo for Best City, Herzog & de Meuron's Pérez Art Museum Miami for Best New Public Building with Patricia Urquiola and Konstantin Grcic being jointly named as Designer of the Year.

This year also sees the debut of a readers' award based on an online vote and jointly conferred by BMW i: the BMW i Urban Sustainability Award honours exceptionally innovative and visionary products, concepts and ideas which – like the vehicles by BMW i – help save resources and reduce our ecological footprint. Around a third of all readers' votes went to the "LEED Dynamic Plaque" display panel. Jointly developed by LEED and IDEO, it shows the sustainability rating of buildings in five categories on a scale of one to 100. The categories include water and energy consumption as well as waste production of the relevant building.

Tony Chambers, Editor-in-Chief Wallpaper*: "We are delighted that BMW i is supporting this year's awards. We could not imagine a more fitting partnership. Their exceptional line of emission-free electric cars are driving us towards the better-designed, more sustainable world that Wallpaper* has championed since we launched."

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The production models of the BMW i brand – the all-electric urban BMW i3 and the sporty BMW i8 plug-in hybrid – will be on display during the evening event. Both cars are engrossing overall concepts, with every detail specifically adapted to the purpose of the relevant model and systematically developed with sustainability in mind.

A full list of all the award winners is published in the February issue of Wallpaper* on sale on 08 January 2015.

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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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About Wallpaper*

Truly international, consistently intelligent and hugely influential, Wallpaper* is the world's most important design and style magazine. Wallpaper* has readers in 93 countries and has unparalleled success in reaching the design elite right across the globe. With 12 themed issues a year, a limited-edition cover by a different artist or designer each month, over 1.1million Twitter followers and a monthly iPad edition, Wallpaper* has evolved from style bible to internationally recognised brand.

