

Media Information
22 February 2018

MINI showcases ‘MINI in Design’ and ‘Creative Solutions’ at India Design 2018.

Delhi NCR. MINI India has announced its participation at India Design 2018, the country’s most renowned design and home decor week. MINI India will present ‘MINI in Design’ and ‘Creative Solutions’ from 22nd to 25th February 2018 at National Small Industries Corporation (NSIC) Grounds in Okhla, New Delhi.

Mr. Vikram Pawah, President, BMW Group India, said, “Since its inception, MINI has stood for inspiring design combining intelligence with creativity, delivering substance while committing to clever use of space and resources. Iconic design philosophy and creative use of space continue to be the core essence of the MINI to this day. The MINI installation at India Design 2018 truly demonstrates this principle and its extension to urban living spaces. India Design 2018 has been a renowned platform for exchange of multidisciplinary ideas in the design space and we are delighted to present concepts of ‘MINI in Design’ and ‘Creative Solutions’ at the largest congregation of the best in design fraternity.”

MINI design is the evolutionary continuation of the formal language that defined the legendary classic MINI of 1959. Today’s models show iconic cues: the extremely short overhangs, circular lights, the large hexagonal radiator grille, elliptically shaped chromed door handles (among others) pay homage to their predecessors found in the very first MINI. MINI designs open-minded products that adapt to the needs, wants and aspirations of their owners. Offering many details in the cars that can be customized by owners and a wide range of accessories, typical elements include racing stripes, mirror caps and side scuttles.

MINI has a unique and distinct personality with its uncompromising combination of rational and irrational elements, its balance between old and new, because its form shows personality and character. A MINI is beloved for not wanting to be just a car, for its visual extravaganza compared to automotive mainstream.

The MINI Story

MINI was born from a brave, inventive spirit that challenged the status quo and disrupted conventions. In 1959, in midst of post-war austerity and fuel shortages, Sir Alec Issigonis

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ingeniously turned crisis into an opportunity. He addressed saving fuel as both an engineering and design challenge, which he solved through what became a trademark of MINI: Creative use of space. His transverse engine broke the rules of car engineering, as we knew it. His radical design eliminated anything that felt superfluous.

Motorsport legend John Cooper saw star racing potential in the original MINI -so he created a model for the track. Braking, inducing oversteer and then drifting around corners became effortless for rally drivers, due to its lightweight and short overhangs. Racing around tight bends at high speed, now synonymous with the classic MINI go-kart feeling. He convinced Issigonis to ready the MINI for the Rallye Monte Carlo. The rest is racing history.

If Issigonis was a Minimiser, Cooper was something of a Maximiser: While the former focused on essential, the latter was all about maximising the experience.

Of course, the first MINI did not re-invent the wheel. It fundamentally revolutionised the idea of what an automobile could be. It broke rules. Its innovative suspension system gave it the famous MINI go-kart feeling that fans still rave about. Its exterior, created by an engineer who dared to think differently, was unmistakable – and made the MINI an instant **design icon**. But perhaps most of all it was the productive tension between the approaches of Issigonis and Cooper, the dichotomy between the minimalist and the maximalist, which made MINI so unique. This resulted in a bold, small car that saved fuel, but not on driving fun. And that continues to inspire to this day.

MINI's five brand topics (Automotive, LIVING, FASHION, A/D/O and URBAN-X) exhibit forms a key part of the wider "Urban Matters by MINI" initiative inspired by creative solutions and MINI design philosophy. **MINI LIVING** is a translation of the key principle of the creative use of space, into new solutions for urban habitats. **MINI FASHION** believes in those who are not afraid to stand out and those who choose their own path. This is why we put people first – heart over head, relations over ego, and bold ideas over mere performance. **A/D/O** is a space in Brooklyn dedicated to exploring the boundaries and the future of design. Built for professional designers to invigorate their creative practices, it is open to everyone who seeks to be inspired. A/D/O is home to **URBAN-X**, a start-up accelerator by MINI with the mission of "Engineering the City as a Service." The joint venture combines the core competencies of MINI with best-in-class acceleration process, investor network and experience, bringing new innovative technologies to the market.

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MINI has successfully established itself as a premium small car brand in India since its launch in 2012. Presently, the MINI model range in India includes the MINI 3-door, the MINI 5-door, the MINI Convertible, the MINI Countryman and the MINI Clubman. MINI has established five sales outlets in India.

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