MINI
CORPORATE COMMUNICATIONS

Press release
5 September 2016

MINI at the London Design Festival 2016.
MINI LIVING “Forests” installation by Asif Khan.

Munich/London. “Third places” – those that lie between work and home – provide important contact points in our modern urban society. They expand the room we have to live in and help us to relax, meet up with one another and increase our productivity. Freelancers, for example, often use cafés as offices and restaurants as meeting rooms. At the London Design Festival 2016, MINI is exhibiting the **MINI LIVING “Forests” installation by Asif Khan**, which showcases three interpretations of the “spaces between spaces”.

The MINI LIVING “Forests” creates new spaces which can be accessed by the public, used as desired by each visitor and tailored to the needs of our urban society. With this installation, the MINI brand is continuing the conversation on future city living which it started with the MINI LIVING installation at this year’s Salone del Mobile in Milan.

The concept underpinning the MINI LIVING “Forests” installation is inspired by the Japanese idea of ‘shinrin yoku’, which literally means ‘forest bathing’. It means every sense switches to absorb the forest atmosphere – what you hear, what you smell, even the feeling underfoot. At another scale, plants are used as a tool to assert personal space at its boundary with public space, whether on one’s desk at the office or at the perimeter of one’s home. The project brings these two ideas together for visitors to experience new sensations within the city. The three ‘themed’ rooms (Connect, Create, and Relax) are located in the busy urban surroundings of Shoreditch in London.

The **Connect Space** is a place for meeting up and catching up – spontaneously or pre-planned. A large table forms the centrepiece of the room. The best possible ambience in which to focus on work, meanwhile, is provided by the **Create Space**. It represents an island of creativity and productivity, and allows users to arrange its furnishings as they wish. The **Relax Space** welcomes visitors with an abundance of plants and invites them to take a step back from everyday life and relax.

The MINI LIVING “Forests” installation by Asif Khan is open to the public and available for use during the London Design Festival (17 – 25 September). It shows a creative approach to improving the quality of life in our cities in the future.

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Opening times*:

17 September: 10.00 – 20.00 hrs
18 September: 10.00 – 18.00 hrs
19 September: 08.00 – 20.00 hrs
20 September: 08.00 – 22.00 hrs
21 September: 08.00 – 21.00 hrs
22 September: 08.00 – 20.00 hrs
23 September: 08.00 – 20.00 hrs
24 September: 10.00 – 20.00 hrs
25 September: 10.00 – 18.00 hrs

* All times are GMT.

In the event of enquiries please contact:
BMW Group Corporate Communications

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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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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