



GLOBAL INNOVATION AWARD  
for outstanding design and technology



### Jury report

THE EUROPEAN PRIZE FOR THE BEST COMBINATION OF DESIGN AND TECHNOLOGY

THE WINNER OF  
**THE GLOBAL INNOVATION AWARD 2014**

The Global Innovation Award 2014 for outstanding design and technology has been awarded to

**Adrian van Hooydonk**

Senior Vice President of BMW AG Munich and Head of BMW Group Design

In recognition of the innovative leadership he has shown, which has led to the worldwide success of the entire range of BMW products in the automotive sector through a perfect combination of design and technology. This is demonstrated by the worldwide brand awareness of BMW\*) and the global turnover of the entire range of BMW products \*\*), and can thereby be regarded as broad consensus by the public as demonstrated by buyers in countries all over the world.

First, we considered the combination of design and technology in relation to the original BMW products, such as the BMW i8, as representative of striking contemporary design and technology, and the BMW i3 for its properties of sustainability and mobility services.

In addition, much attention has been devoted to established brands purchased by BMW, such as Rolls-Royce Motorcars and MINI, which have successfully reinstated European heritage on the market. In order to achieve this aim, very different concepts and ideas were necessary, which have been determined and subsequently applied.

For five consecutive years now, more Rolls-Royce cars have been sold than ever before. Daring to combine products rich in history, unrelated to the BMW brand, demonstrates courage and an understanding of current market forces. To also dare to take on the MINI and convert what was originally an English common car into a premium product with its own market placement is evidence of innovative leadership.

This is also a requirement for BMW products, which are inspired by signals received from various locations around the world: design studios in Munich, Los Angeles and Shanghai. In total, 700 people work in the design departments of BMW; all these employees must be convinced of the fact that their ideas are taken seriously. In addition, there is the constant conflict between design and technology that must ultimately result in a single product, where design plays the decisive role.

While this may not be evident from its public success, with respect to the artistic component it is clear to the jury that the sober and chique style promoted by Adrian van Hooydonk has managed to capture a significant market share in a difficult and highly competitive arena, and that this has been achieved by daring to embrace a long European history of industrial design as its philosophical foundation. Earlier successes in Europe in this regard included the Italian car designers Pininfarina and Bertone, responsible for the design of the Citroen DS19 (French manufacture), and other industrial fields such as the architectural ethos of Bauhaus in Germany and Braun domestic electrical products designed by Dieter Rams.

Also taken into account are the studies conducted in cooperation with Designworks USA and MIT in the USA to investigate how choices in personal transport reflect on the general quality of life, be it by train, aeroplane or car. This is also discussed with a group of interdisciplinary specialists representing Deutsche Bahn (rail transport) and Lufthansa. In this way, automotive mobility becomes just one facet of research encompassing social sciences, politics, economics and cultural studies. All these elements must in the end lead to a single composition, i.e. a specific car design, which reflects all these considerations.

This has demanded innovative leadership from the head of BMW Group Design.

The jury also believes that in weighing up these various merits, it should also include difficult to measure hypes for products that have obtained the status of “must haves” or at least “want to haves”, which can also be ascribed to BMW.

The success achieved by Adrian van Hooydonk is not a short-term matter. For over twenty years, he has been involved in the design concepts of BMW; during the past five years, he has shown leadership with respect to every product that the BMW group has revealed to the world.

\*) Based on annual figures provided by Interbrand and Business Week (USA)

\*\*) Based on information from the Annual financial report of BMW will be about 100 billion \$.