

## **Biographies of Presenters**

### **Michele Fuhs, Head of Premium Retail Experience, BMW Group**

Michele Fuhs brings a deep knowledge of premium brand experience in retail and its definition, design and worldwide implementation to his role as Head of Future Retail / Premium Retail Experience at BMW AG.



His extensive skills in international project management have been utilised on the implementation of highly complex projects such as the Future Retail/Premium Retail Experience, the setup of National Sales Companies and process optimization.

His professional skill set also includes a deep knowledge of brand communication and management – from strategy to operational implementation – a thorough knowledge of sales and marketing processes, the setup of organizations and process optimization

His career has always had a highly international flavour. Prior to his current role, he was Director MINI Italy at BMW Italia S.p.A., and before that worked as Head of Market Development for the China region at BMW AG before becoming Department Head of the China Sales Region.

Earlier in his time at BMW AG, he was a Senior Consultant with the BMW Group's In-house Consulting organization and prior to that Manager of Sponsorship & Business Relations at BMW Motorsport.

Previously, he worked as Head of the Euro Info Centre Munich & Head of Unit European Economic Area for the Chamber for Industry and Commerce for Munich and Upper Bavaria. His career began with roles as a Trainee lawyer at the High Court of Hamburg, a spokesman of the Treuhandanstalt Erfurt and as personal assistant to the General Manager and a legal consultant of the Treuhandanstalt Leipzig.

## **Pieter Kool, Creative Director and Head of 3D Design G-Star RAW**

During the final phase of his master's degree in Industrial Design Engineering, Pieter Kool approached G-Star to develop the "G-Star Store of the Future". The project made a significant impression on the company, leading Kool to join G-Star after graduation from the Delft University of Technology in 2004.



Initially designing trade fair stands; Kool's responsibilities quickly grew. Today he leads a team of nine in the 3D Design and Development Department. In this role, Kool is responsible for all 3D output of the brand, outside of apparel – from retail concepts and company interiors, to RAW Crossover projects. Actively involved in the development process of various fair and store concepts, from the generation of ideas to completion, he also ensures a global consistency of G-Star aesthetics and ambience across showrooms.

Additionally, Kool is involved in special projects that include the RAW Prouvé collection, in collaboration with the Prouvé family and manufactured by Vitra, and the new G-Star Headquarters, designed by the OMA Architecture firm. He has a strong admiration for the aesthetics of functional and raw design, which he shares with other members of the G-Star creative team.

In March 2013, Kool was awarded 'Engineer of the Year' by the Dutch Royal Institute of Engineers. The jury commented, "...His technical solutions show the creative force of the engineering profession, bringing people into contact with it on a daily basis."

## **Rem Koolhaas, Founder Office of Metropolitan Architecture**

Rem Koolhaas (Rotterdam, 1944) founded OMA in 1975 together with Elia and Zoe Zenghelis and Madelon Vriesendorp.



He graduated from the Architectural Association in London and in 1978 published *Delirious New York: A Retroactive Manifesto for Manhattan*. In 1995, his book *S,M,L,XL* summarized the work of OMA in "a novel about architecture".

He heads the work of both OMA and AMO, the research branch of OMA, operating in areas beyond the realm of architecture such as media, politics, renewable energy and fashion. Koolhaas is a professor at Harvard University where he conducts the Project on the City.

In 2014, he was the director of the 14th International Architecture Exhibition of the Venice Biennale, entitled "Fundamentals".

## **Ippolito Pestellini Laparelli, Partner OMA**

Ippolito Pestellini Laparelli joined OMA in 2007 and is based in Rotterdam. A partner since 2014, Ippolito's work at OMA/AMO has a focus on preservation, scenography, and curation.

Projects led by Ippolito include the renovation of Kaufhaus des Westens (KaDeWe) in Berlin (ongoing); Panda, an exhibit for the 2016 Oslo Triennale; the transformation design of the 16th century Fondaco dei Tedeschi in Venice (2016); the design of Repossi's flagship store on Place Vendôme in Paris (2016); Monditalia, a multi-disciplinary exhibition focused on Italy, at the 2014 Venice Architecture Biennale; scenography for the Greek theater of Syracuse in Sicily (2012); and the co-curation of Cronocaos, OMA's exhibition on preservation at the 2010 Venice Architectural Biennale.

Through collaborations with different brands including Repossi, Galleries Lafayette, Knoll, and Prada his activity extends to research, product design, temporary installations, and publications.

Since 2010, Ippolito is responsible for a range of AMO projects with Prada, including the stage design for the brand's fashion shows and special events, and the art direction of videos. He contributes to exhibition design for Fondazione Prada, with projects such as When Attitudes Become Form: 1969/2013 and Serial Classics (2015).



Ippolito holds a Master of Architecture from the Politecnico di Milano.

## **Robert Thiemann, Director Frame Publishing**

Educated as a chemical engineer, Robert Thiemann (Maastricht, 1964) worked as a copywriter and later editor before founding Frame, a magazine of interior design. Curious and sharp-eyed, he turned an almost romantic interest in chemical creations into a passion for the beauty of creativity. With Frame, Thiemann aims to empower spatial design excellence, enabling people to work, shop, relax and live in a better way, in order to feel happier and be healthier. Still at the magazine's helm, he is passionate about the editorial process – conception, in-depth content, graphic design, materialization – and continues to explore new directions.



In 2013, for example, the first Ninety Minutes of Frame was staged, a live version of the magazine. In 2014 and 2015 Thiemann conceived two pop-up stores that offered a three-dimensional translation of Frame magazine. Experiential, architectural and graphic, both projects served as mini-department store, contemporary gallery and commercial launch pad at the same time. Both pop ups have won the FX Award for Best Retail Space and have been widely published.

Thiemann is the director of Frame Publishers, which also publishes Mark, Foam and Toile magazines as well as books, most notably on retail design, such as the Powershop series and Holistic Retail Design. He has consulted and lectured, and was a jury member for design competitions all over the world.