



Press release
14 April 2011

BMW and FLOS present: SESTOSENSO, a luminary apparition by Paul Cocksedge.

Milan. Sharing a passion for design, research, experimentation, aesthetic purity and technological innovation, **BMW** and **FLOS** have joined forces at Salone del Mobile 2011 to create, thanks to **Paul Cocksedge's** talent, **SESTOSENSO**, a celebration of light. The installation can be visited in the FLOS Professional Space in Corso Monforte 15 from 12th to 17th April.

Inspired by the quality and beauty of light and the astonishing new BMW 6 Series, the first BMW with Full-LED headlights, Paul Cocksedge has erected a seamless, curving, white wall extension to the Flos showroom and low-hanging red and white conical lamps. As with the BMW headlights, the source of light remains hidden, only the light itself is guided through a transparent body, rendering the light source invisible and forever changing its qualities. The resultant, intensely soft light caresses, seduces all around.

Stepping inside one of the impressive SESTOSENSO red lights, a video of the BMW 6 Series Coupe reveals itself on the vast white wall. As if accessing a sixth sense, there is a hint of movement in the corner of the eye. Through the light we see the car: through the car, we understand the light.

The playful sculptural pieces softly illuminate, stimulate and allow contemplation. Cocksedge gives us elegant, 'functional brilliance'. A hand made Limited Edition of 66 SESTOSENSO light sculptures, designed by Paul Cocksedge Studio for Flos, is released for this special event, to celebrate the perfect fusion of light, design and technology.

The new **BMW 6 Series Coupe** presents itself as a sport car for connoisseurs who enjoy luxury and appreciate trailblazing technology. The adaptive Full-LED headlamps of the new BMW 6 Series Coupe are an innovation in the field of lighting technology. This innovative technique generates bright white light to assure an especially intensive and uniform illumination of the roadway. This technique, which is being serially deployed for the first time in the BMW 6 Series Coupe, facilitates an impressive restaging of BMW design icons such as the round headlamps and the taillights.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-382-20961

Internet
www.bmwgroup.com



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In the event of enquiries please contact:

BMW Corporate Communications

Susanne Spatz, Design Communication BMW Group,
Tel.: +49-89-382-20961

Dirk Arnold, Head of Product Communication BMW Cars,
Tel.: +49-89-382-12325, Fax: + 49-89-382 20626

E-mail: Susanne.Spatz@bmw.de Internet: www.press.bmwgroup.de

FLOS

Donatella Matteoni, PR and Communications Manager FLOS
donatella.matteoni@flos.com
Tel.: +39 030 2438.279

Silvia Delaini, Press officer FLOS
silvia.delaini@flos.com
Tel.: +39 030 2438.526

Paul Cocksedge Studio

Sybil Caines
Tel.: + 44 (0) 7966 790 998 / +44 (0) 208 985 0907
E-Mail: press@paulcocksedgestudio.com

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.

FLOS

Established in 1962 in Merano, FLOS is an international company offering a range of products and systems in the residential and architectural lighting sector. Famous for solutions that are both creative and innovative, the company has a broad catalogue of iconic lighting products by celebrated designers including Achille Castiglioni, Philippe Starck, Antonio Citterio, Marcel Wanders, Konstantin Grcic, Jasper Morrison, Patricia Urquiola, Ron Gilad and many more.



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FLOS has an ongoing commitment to research and innovation in lighting technology, combined with an extraordinary ability to identify new creative talents. With the recent launch of the Soft Architecture collection, a ground-breaking project recognised by leading international awards, the company has further demonstrated how a historic brand can look to the future without losing sight of its tradition.

FLOS has flagship stores in Rome, Milan, Paris, Hong Kong, Stockholm, London and New York. The Flos Professional Space in Corso Monforte 15, Milan, designed by Jasper Morrison, was unveiled in 2007.

www.flos.com

Paul Cocksedge Studio

Paul Cocksedge Studio is the internationally acclaimed design practice of partners Joana Pinho and Paul Cocksedge, based in London. The Studio undertakes in-house design, commissions and consultancy work for a range of clients and sectors. Production ranges from bespoke manufacturing to licensing technologies. The Studio explores the limits of technology to create unique design experiences that engage the viewer in a magical and surprising way.

Previous collaborations during Milan Design Week include Swarovski Crystal Palace, Trussardi and Bombay Sapphire, among others. Cocksedge also created KISS Milan for LED (Light Exhibition Design 09), which consisted of a huge led canopy hanging above a stage from the centre dome of Galleria Vittorio Emanuele II, activated when couples kissed beneath it.

Paul Cocksedge has a long association with Flos with whom he worked with to create his highly innovative lights 'Skin' and 'Life 01'.