

Press Release
8 January 2019

Designworks Collaborates with The North Face to Imagine New Camper Concept.

LAS VEGAS – January 8, 2019 – In Las Vegas today, BMW Group subsidiary Designworks unveiled a new camper concept and virtual reality experience, in partnership with The North Face, to imagine the future of protection from the elements.

The lightweight camper concept and virtual experience were designed by Designworks to showcase a new fabric innovation from The North Face called FUTURELIGHT™, which uses Nanospinning technology to create the world's most advanced, breathable, waterproof material.

“We combined both physical and digital worlds to showcase this material, ensuring the holistic vision of the brand was clearly communicated, while giving people a real ‘hands-on’ experience,” said Laura Robin, Designworks LA Studio Director. “Thinking about extreme performance in new and unexpected ways from our experience of working across multiple industries, helped us to provide consumers with a unique and never before seen insight into the very heart of the material and its key attributes.”

The FUTURELIGHT camper was inspired by the 2008 BMW GINA Light Visionary Model concept car. Like the GINA Concept, the FUTURELIGHT™ Camper is made of a fabric outer shell, consisting of a flexible material stretched over an iconic geodesic dome to demonstrate the potential uses of FUTURELIGHT™ fabric beyond just apparel.

The revolutionary Nanospinning process used to create FUTURELIGHT™, has allowed the The North Face designers to add air permeability into the membrane of a fabric for the first time. The process creates nano-sized holes, allowing for incredible porosity while still maintaining total waterproofness, letting air move through the material and provide more venting than ever before.

The FUTURELIGHT™ Camper, is on display during the global consumer electronics tradeshow, by invite-only Jan. 7 – Jan. 11 in Las Vegas. FUTURELIGHT™ will first become available to consumers in The North Face Fall 2019 product line and will be featured across the brand's pinnacle performance collections.

#



About Designworks, a BMW Group Company.

Designworks, a BMW Group Company, is a global creative consultancy offering services which foster innovation and business growth for companies worldwide. Using cross-industry knowledge and experience, its culture of innovation and future-focused approach catalyzes its passion for visionary design.

Designworks leverages the power of BMW Group's culture of innovation and cutting edge design to advance the goals of its external clients, including John Deere, Virgin Hyperloop One, Siemens, Corsair, HP, Microsoft, Embraer and Singapore Airlines, whilst bringing outside perspectives and impulses to the BMW Group through knowledge and experience gained with client engagements.

www.bmwgroupdesignworks.com

In the event of inquiries, please contact:

Nicola Green, Global Marketing and Communications Manager
Designworks, a BMW Group Company

Tel: +1 805 559 2319

E-mail: nicola.green@bmwgroupdesignworks.com

Sophie Seidenath, BMW Group Design Communications

Tel: +49-89-382-27473, Fax: +49-89-382-28567

BMW Group Innovation and Design Communications

Tel: +49 89 382 940 81

E-mail: www.presse@bmw.de

Internet: www.press.bmwgroup.com