

Media Information
08 November 2023

Designworks to Partner in the Design of the Forbes International Tower in Egypt.

+++ Commercial tower is intended to set new standard for environmentally sound architecture +++ Designworks has been commissioned with crafting the building's interactive façade +++ Signing of the partnership agreement at BMW Welt in Munich +++

Munich. Designworks, the innovation studio of the BMW Group, has been tapped by real estate developer Magnum Properties to partner in creating an emotionally engaging design for the façade of the new Forbes International Tower in Egypt. The tower is to become a milestone in sustainable urban development in the Middle East. The idea behind architects Adrian Smith + Gordon Gill's concept for the 230-metre (755-foot)-tall building was to create a uniquely modern symbiosis between architecture and the environment. In keeping with this concept, the Designworks team will integrate such features as reflection, illumination, and digital interactivity into their design to create a harmonious sense of interrelatedness between the building, the environment, and the building's occupants and visitors.

Designworks will also be taking on the design of a continuous user journey across all physical and digital touchpoints of the EV charging park. For this project, the team will draw on the BMW Group's experience design process, which is focused on the needs of the customer. Magnum Properties CEO Maged Marie comments: "The collaboration with Designworks aligns perfectly with our vision of creating an absolutely exceptional experience – one that integrates innovative technologies to give visitors an entirely new sense of the building, from both the outside and the inside."

The 55-story business tower, planned in partnership with Forbes, will be part of Cairo's new administrative and financial district. With a total space of more than 100,000 m² (328,000 sq. ft.), it will set a new benchmark for sustainable architecture. The overarching goal is to minimize the building's carbon footprint and achieve the highest certifications for ecological construction.



"The BMW Group was the world's first car manufacturer to have its own environmental protection officer and today, sustainability is at the heart of the company's focus – far beyond the automobile," remarks Holger Hampf, head of Designworks. "As a BMW Group subsidiary, we are proud to be involved in the design for the Forbes International Tower. It is our firm belief that high-quality design can contribute to changing customer mindsets and behavior, promoting more responsible action."

The Forbes International Tower in Egypt is scheduled to be completed in 2027. Additional commercial towers of this type are being planned in the United Arab Emirates and in Saudi Arabia.

If you have any questions, please contact:

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Designworks is the BMW Group's innovation studio and a global creative consultancy at the intersection of design, technology and innovation. The "Architects of Future" focus on mobility, product and digital life design, as well as strategic design consulting. The formerly independent creative studio was taken over by the BMW Group in 1995. Designworks acts as a driving force for all brands of the parent company and as an innovation driver for a large number of clients from a wide range of industries, such as IT and consumer electronics, aviation technology, the medical and environmental sectors, and the lifestyle and sports industries.

The studio was founded in 1972 in Malibu, California by Chuck Pelly. Holger Hampf has been at the helm of the consulting agency since 2017.

www.bmwgroupdesignworks.com

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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