



# MINI UK CORPORATE COMMUNICATIONS

## MINI UNVEILS EXHIBITION AT LONDON DESIGN FESTIVAL, TITLED 'NICE TO MEET YOU AGAIN' WITH ARTIST MORAG MYERSCOUGH.

To celebrate the launch of the new MINI Cooper Electric, MINI is inviting consumers to explore its 'Nice to Meet You Again' immersive installation at London Design Festival, created in collaboration with multi-award-winning artist Morag Myerscough.

Offering an exciting new insight into the brand's vision for the future, the installation celebrates the power of human connection and the transformative potential of unity, bringing MINI's Big Love attitude to life.

With MINI and Morag united by their shared values of imaginative space utilisation, the bold and colourful installation is created in Morag's signature style. 'Nice to Meet you Again' infuses both rural and urban life by joining the vibrancy of a cityscape with sensorial touches reminiscent of the countryside. The merging of calming nature and dynamic city communities is reminiscent of both Morag and MINI's ability to integrate designs with the surrounding environment, creating a captivating experience within the inspired setting of Shoreditch Electric Light Station.

The installations title 'Nice to Meet you Again' pays homage to the Classic Mini character seen within the MINI Cooper Electric design – a focus on a simplified and reduced interior which focuses on just the steering wheel, circular display and toggle bar - as well as Morag's passion for combining environments.

BMW Group Company

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Providing a fully immersive journey into a future where spaces are adorned with abundant greenery and teeming with vibrant life, the installation exudes a contagious sense of optimism and positive energy, mirroring MINI's signature 'go-kart feeling' and playful nature.

Open from Saturday 16 September until Tuesday 19 September, visitors are also invited to take part in workshops:

- **Morag x MINI x LDF** - An in-depth discussion on the 'Nice to Meet You Again' installation and future of MINI design, hosted by Sujata Burman (Editor, LDF) who will be joined by speakers Morag Myerscough (Artist), Natasha Newman (Head of Product & Marketing, MINI) and Ben Evans (Director, LDF).

[Sat, 16 Sep 2023 15:00 - 15:30 BST](#)

- **Urban Mobility** - A discussion on the future of urban mobility, delving further into the human experience and solutions for the future, hosted by Tony Travers (Director, Greater London Group, London School of Economics) who will be joined by speakers First Sukpaiboon (Creative Strategist, Space Lab), James Ravenhall (Creative Director, New Territory) and Tatiana von Preussen (Director, vPPR Architects).

[Mon, 18 Sep 13:00 BST](#)

- **Realising Circularity** - A discussion on the true definition of circularity, and how it can happen, with speakers Evelin Hartmann (CMF Designer, MINI), Rosalie McMillan (Founder of Smile Plastics) and Arthur Mamou Mani (Architect).

[Mon, 18 Sep 18:00 BST](#)

- **Exploring Colour** - A discussion on colour, its impact on our psychological wellbeing, and how designers use colour across products and spaces, hosted by Marta Giralt Dunjo (Design Director, Franklin Till) who will be joined by speakers Jeanette Ohlhäuser (MINI Design Team), Jessica Gregory (Packaging Designer, Haeckles) and Morag Myerscough (Artist).

[Tues, 19 Sep 17:00 BST](#)

Tickets to the consumer talks can be purchased for a £5 donation to The Design Charity. The Design Charity is committed to the design and build of transformative environments for communities experiencing green deprivation. For more information, please visit <https://thedesigncharity.org.uk/>.

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For more information on the new MINI Cooper Electric, please click [here](#).

**Ends**

## 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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