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| **For Release:** | **March 10, 2012** |
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**BMW Group DesignworksUSA creates one-of-a-kind wearable art piece to benefit A + D Museum**

**Inspired by the camouflage print used to cloak BMW’s development vehicles**

**March 10, 2012, Los Angeles…Avid automotive fans know that BMW Group often decals its development vehicles with a unique camouflage of kaleidoscoping black and white swirls. Its purpose is to obscure details of the vehicle’s finished appearance, while also hinting at the new model’s approximate shape and proportions to stir interest and curiosity. BMW Group DesignworksUSA has now created a similar effect for the body by creating a one-of-a-kind wearable art piece, entitled *Yearning: Camouflaged Beauty*.**

***Yearning: Camouflaged Beauty*, a dress made from a gossamer fabric printed with BMW’s signature black and white camouflage, were auctioned together with wearable creations by more than 40 global players from architecture, design, fashion, graphics and visual arts at A + D Architecture + Design Museum’s Celebrate 2012 fundraiser taking place March 10, 2012, in Los Angeles.**

 **“We find it inspirational to translate design motives which are ubiquitous to those who are immersed in the automotive industry, and yet is completely new and unexpected in the world of apparel,” says Laurenz Schaffer, President, BMW Group DesignworksUSA. “*Yearning: Camouflaged Beauty* illustrates how innovation can be found by cross-fertilizing ideas between seemingly disparate industries, a concept which serves as a catalyst for creativity at DesignworksUSA,” Schaffer continues.**

**About BMW Group DesignworksUSA**

DesignworksUSA is a creative consultancy that’s been driving innovation for forty years.  Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through a portfolio of creative consulting services.  With clients including Coca Cola, Dassault Aviation, Embraer, John Deere, HEAD, HP, Microsoft, Siemens, Intermarine, and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich and Singapore, DesignworksUSA draws upon its unique and vibrant resources to create the future.  In April 2012, DesignworksUSA will celebrate the opening of a new studio in Shanghai, its first such facility in mainland China.  designworksusa.com

**About A + D Museum**

Established in response to the need for a space that would be devoted expressly to the exhibition of progressive architecture and design in Los Angeles, A+D Museum opened its doors in January 2001 in the Bradbury Building, one of downtown Los Angeles’ premiere landmark buildings. Now located on Los Angeles’ Museum Row, A+D continues to be the only museum in Los Angeles where continuous exhibits of architecture and design are on view.  Through exhibits, symposia, multi-disciplinary projects, educational and community programming, A+D serves as a showcase for the work of important regional, national and international designers, providing a forum for contemporary issues in architecture, urbanism, and design that are helping to shape the city. Support from corporations, community businesses, foundations and individuals will ensure the continued vitality of what Dwell editor and New York Times contributor Frances Anderton heralded as a “very real force in the city.” A+D Museum is a non-profit 501(c) 3 organization and is a member of the American Association of Museums and the International Confederation of Architectural Museums and is recognized by design industry associations such as the American Institute of Architects, the American Institute of Graphic Artists and the American Architectural Foundation.

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