

Press information  
28 March 2013

## **BMW i and MINI at the Salone del Mobile 2013. BMW Group Design presents two installations during the world's biggest furniture fair.**

**Munich/Milan.** This year BMW Group Design will once again be showcasing its passion for innovative design and inspirational partnerships at the Salone del Mobile. In a unique venture, BMW i teamed up with French designers Ronan and Erwan Bouroullec to create the installation QUIET MOTION, an interpretation of the BMW i brand's concept of sustainable mobility that invites spectators to pause and linger. Another BMW Group Design project hails from the MINI Design Team headed by Anders Warming: the dynamic installation KAPOOOOW! draws on the versatility of the new MINI Paceman to transport visitors on an inspiring journey.

### **QUIET MOTION by Ronan and Erwan Bouroullec for BMW i.**

BMW i and the French design duo share a passion for innovative products that render forward-looking design in tangible form. The upshot of this venture is the slowly and silently rotating installation QUIET MOTION. This interpretation of BMW i design in an aesthetic, pared-down form highlights the visionary aspect of electric mobility. Appropriately, BMW i together with Ronan and Erwan Bouroullec selected a place of tranquillity for the presentation of QUIET MOTION: during the Salone del Mobile, the international public is invited to experience the installation in the cloisters of the Facoltà Teologica dell'Italia Settentrionale.

Facoltà Teologica dell'Italia Settentrionale  
Via dei Cavalieri del Santo Sepolcro 3  
20121 Milan  
Opening times  
09.04 – 16.04 / 10.00 – 20.00 hrs

### **MINI Design Team presents MINI KAPOOOOW!**

Through its sheer dynamic, MINI KAPOOOOW! propels the spectator into another dimension. In this two-part installation, the latest model in the MINI family – the MINI Paceman – breaks boundaries and undergoes a transformation of materials and colours. With its creative work, the MINI Design Team illustrates the diversity of the MINI Paceman and whisks visitors off into a different world.

Press release

Date 28 March 2013

Subject BMW i and MINI at the Salone del Mobile 2013.

Page 2

The installation will be presented during the Salone del Mobile at the MINI Paceman Garage. From 9 – 12.04.13 this venue will serve as a launch pad and platform for creative exchange among artists and designers, while offering international visitors a varied programme ranging from workshops and DJ sets all the way to show cooking sessions.

MINI Paceman Garage

Via Tortona 20

20144 Milan

Opening times

09.04 – 12.04 / 10.00 – 21.00 hrs

13.04 / 10.00 – 24.00 hrs

14.04 / 10.00 – 18.00 hrs

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**The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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 eight years.



Press release

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Subject BMW i and MINI at the Salone del Mobile 2013.

Page 3

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