

BMW Group DesignworksUSA

Press release
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Place of inspiration. BMW Group subsidiary DesignworksUSA creates a hotel suite made of ice for the MINI brand.



Munich / Jukkasjärvi. Commissioned by the MINI brand and on behalf of the ICEHOTEL in Lapland, Sweden, DesignworksUSA has created a deluxe hotel suite made of ice and snow. Each year the ICEHOTEL invites artists and partners to design individual rooms that turn the hotel into a unique place of inspiration. For the 2013/2014 winter season a MINI deluxe suite was designed and implemented by the wholly owned BMW Group subsidiary DesignworksUSA.

BMW Group
DesignworksUSA
2201 Corporate Center Drive
Newbury Park, CA
91320

Telephone
805.499.9590

designworksusa.com

The interior concept: a confluence of nature and design.

In 1991 a group of artists constructed a hotel made entirely of ice in Jukkasjärvi, Sweden. Ever since then, the ICEHOTEL has been designed and built anew each year by a variety of artists and designers – only to disappear again when the sun melts the ice. For the DesignworksUSA team this natural, cyclical transformation of the hotel was the inspiration for the design concept of the suite “MINI Evolution”. The room’s design elements take their cue from the shapes and outlines of Lapland’s flora and fauna and combine these with the iconic design language of MINI, which is likewise



reinterpreted time and again in an ongoing creative process. The results are sculptures that hover in a realm of artistic suspense between nature and human design. A further design feature around the sleeping area uses a modern-day cave painting technique to record on ice the story of the sculptures' genesis.

The ice blocks used for the illuminated sculptures and furniture in the interior are cut out of the frozen Torne river in Jukkasjärvi. Headed by the chief designer of the ICEHOTEL it took 38 artists, five lighting designers and 55 workmen twelve weeks to create this edifice.

Specifications of the “MINI Evolution” deluxe suite

- Size of the Suite: 49 m² (445 sq ft)
- The “MINI Evolution” deluxe suite for two includes a private sauna as well as a heated relaxation area with its own bathroom, the use of a MINI Countryman is included

Details of the ICEHOTEL

- Address: Marknadsvagen 63, Jukkasjarvi 98191, Sweden
- Open in the 2013/2014 season from December 2013 to 14.04.2014
- The ICEHOTEL has a total of 13 art suites and 2 deluxe suites

In the event of inquiries please contact:

Birgit Pucklitzsch, BMW Group DesignworksUSA, Marketing Communication
Tel: +49 89 548 49361, Fax: +49 89 5484 9399
E-mail: birgit.pucklitzsch@designworksUSA.com

Sophie Seidenath, BMW Group Design- and Lifestyle Communications
Telefon: +49-89- 382-27473, Fax: +49-89- 382-27473

Nadja Horn, MINI Design- and Lifestyle Communications
Telefon: +49-89-382-57185, Fax: +49-89-382-20626

E-Mail: presse@bmw.de
Internet: www.press.bmwgroup.de

BMW Group DesignworksUSA

BMW Group 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 design and a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, HEAD, HP, Intermarine, John Deere, Microsoft, Bay Area Rapid Transit (BART), Siemens 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 Shanghai, DesignworksUSA draws upon its unique and vibrant resources to create the future.

www.designworksusa.com

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 2013, the BMW Group sold around 1.963 million cars and 115,215 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.

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