



Press release
16 April 2018

MINI LIVING – BUILT BY ALL. MINI presents visionary living concept at Milan Design Week.

Munich/Milan. At this year's Salone del Mobile in Milan (17 – 22 April), MINI is joining forces with London-based architects Studiomama to present MINI LIVING – BUILT BY ALL. This new installation reveals a visionary living concept brought to life in a close collaboration between residents and architects. A surface area of just a few square metres is used to create very personal and attractive spaces, reflecting MINI's core principle of the "creative use of space". BUILT BY ALL is the third installation presented by MINI in Milan. "MINI LIVING provides creative solutions for collaborative urban living – on a small footprint but offering many possibilities and a high degree of flexibility," explains Esther Bahne, Head of MINI Brand Strategy and Business Innovation. "Our first large hub, containing over 50 apartments and communal/public spaces on an area twice the size again is currently being constructed in Shanghai. As with BUILT BY ALL, the residents are co-creators of their space."

Shaping tomorrow's world themselves – the human element plays a central role. MINI LIVING – BUILT BY ALL adds the principal of participation to the underlying themes of MINI LIVING, e.g. creative use of a small living area, publically accessible space and the reciprocity of private and communal living. "Today's standardised housing market is limited in its ability to meet the requirements of the individual," says Oke Hauser, Creative Lead MINI LIVING, explaining the approach behind the installation. "So MINI LIVING – BUILT BY ALL turns people into active creators and puts them at the heart of the design process. We believe that ultimately the quality of a living space is determined by how well the residents identify with their home."

The MINI LIVING FACTORY OF IDEAS.

Visitors to Design Week can explore – in the here and now – the benefits of MINI LIVING for residents in the future. Moving beyond the installation, they can become creators themselves in the FACTORY OF IDEAS. In keeping with the idea of participative architecture, visitors have the opportunity to create their own visions of urban living spaces in the form of small conceptual models. These will be displayed on a Wall of Fame over the course of the installation. Viewed as a single entity, they symbolise a constantly expanding micro-neighbourhood.

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The MINI LIVING – BUILT BY ALL installation.

This year's MINI LIVING installation is located in a connecting room at the Zona Tortona complex. Visitors here – some of whom will be architects – can experience the full-size realisation of four different living space concepts designed in collaboration with Studiomama. Covering a surface area of just 15-20 square metres, but on very different floor plans and in different forms, colours and materials, are four contrasting living units. The approach underpinning the design allows each unit to express the individual personalities of their residents at the same time as underscoring the concept's variety and scope. The living units are embedded in a shared space incorporating functions such as a communal kitchen, fitness area and atrium. The installation adopts existing structures – e.g. pillars and struts – and complements them with additional functionalities. The result is a standalone, living micro-neighbourhood in an old factory hall. The installation highlights that even the inside of an empty building can be used to enrich the future of urban architecture. It demonstrates how unused warehouses, abandoned shopping centres and offices can be transformed into potential living spaces.

The installation will be on show during the Salone del Mobile at Via Tortona 32 in Milan, Italy from 17 – 22 April 2018.

About MINI LIVING.

MINI LIVING is an initiative first launched by MINI in 2016 with the aim of devising creative architectural solutions for the urban lifestyles of the future. BUILT BY ALL is the third installation presented by MINI at Milan Design Week to highlight aspects of MINI LIVING. MINI LIVING has already exhibited visionary concepts for shared and collaborative living/working in our cities in Milan over recent years with its MINI LIVING – BREATHE and MINI LIVING – Do Disturb installations. The first habitable MINI LIVING project will open its doors in Shanghai in 2019. Here, an innovative space-related concept for living and working is taking shape in converted industrial buildings on a surface area of just under 8,000 square metres.



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The BMW Group

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In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

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