BMW Group
Press Information

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BMW Group DesignworksUSA Captures Two Awards in I.D. Magazine's Annual Design Review 2010

Landscape Forms Metro40 wins Best of Category for Furniture, and BAVARIA Cruiser 55 yacht takes Honorable Mention

Los Angeles, CA. -- I.D. Magazine has announced the winners of its Annual Design Review 2010 and BMW Group DesignworksUSA has garnered two awards from this prestigious competition. The Landscape Forms Metro40 collection, which includes shelters, seating and lighting for urban transit cores, won Best of Category for Furniture; and the sleek, striking BAVARIA Cruiser 55 yacht received Honorable Mention. Landscape Forms and BAVARIA Yachts are among the many industry-leading companies that have chosen DesignworksUSA.

"DesignworksUSA continually strives to drive innovation that creates uniqueness and freshness for generations to come," says Laurenz Schaffer, President, BMW Group DesignworkUSA. "Although they represent very different industries and applications, the common goal for both Landscape Forms Metro40 and BAVARIA was to create premium design that would resonate globally and withstand the test of time. We're honored these projects have captured the attention of I.D. Magazine's Annual Design Review for 2010," Schaffer concludes.

Since 1954, I.D. Magazine's Annual Design Review has recognized the best in product, furniture, graphic, and environment design, from the iconic to the obscure. Throughout the years, this annual showcase has chronicled the evolution of design, and highlighted its impact on the material and visual culture. Each year, the featured work is chosen by a

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jury of leading practitioners, who, along with the I.D. editorial team, focus the abundance of submissions into a clear survey of the state of design. The resulting overview is published in the July/August issue of I.D. Magazine — the Annual Design Review issue.

Landscape Forms Metro40 Design Solution: Designed For People In Motion

Imagine a sculpture park appearing at your local bus stop or metro station. That is the feeling of BMW Group Designworks USA's most recent collaboration with Landscape Forms, North America's leading designer and manufacturer of outdoor site furniture. The most comprehensive collection of its kind, Metro40 includes shelters, benches, amenities and lighting, and was developed for city planners and architects to help global centers elevate the liveability, quality of experience, design appeal, and overall image of their public transit systems.

DesignworksUSA's experience in automotive and other types of mobility —from airplanes to trains to yachts—provides a comprehensive view of global transportation demands in both current and future contexts. Both DesignworksUSA and Landscape Forms share a deep commitment to premium design excellence and sustainability in materials, structures, and processes.

BAVARIA Cruiser 55 Design Solution: Distinctively Modern

The Yacht magazine, one of Europe's leading trade journals, summed up this vessel as follows: "The Cruiser 55 presents itself in a discreet form, totally avoiding superficial effects, but nevertheless – or perhaps for this very reason – radiating more class and finesse than any design produced during the last ten to fifteen years."

The silhouette of the Cruiser 55 was created in close collaboration with BAVARIA's engineering office and shipyard. The portholes are seamlessly integrated into the flush deck construction; the hull windows boast an intentionally horizontally accentuated, narrow design set evenly into a wide ornamental frame. The high degree of visual order achieved by this suggests calmness, and communicates the core aspects of the yacht; confidence, strength, and unparelled seaworthiness.

About BMW Group DesignworksUSA

BMW Group DesignworksUSA provides design strategy, research, design development,

sustainability consulting, brand communications, 3D modeling, and color, materials, and finish to many of the world's great brands. In addition to being the creative partner to BMW Group, which includes BMW, MINI and Rolls-Royce Motor Cars, additional DesignworksUSA clients include Boeing Business Jets, HEAD, Hewlett Packard, Microsoft, Saeco, and Sony. The company was founded in 1972 by Charles W. Pelly in Malibu, California, and acquired by BMW Group in 1995. Since December 2009, President Laurenz Schaffer has reported into BMW Group Design Chief, Adrian van Hooydonk, and has led DesignworksUSA's strategy and operations, which includes studios in Los Angeles, Munich, and Singapore. With global resources and clients across a spectrum of forward-thinking industries, DesignworksUSA has an unparalleled understanding of consumers and the world of design that surrounds them, both today and many years into the future. In 2010, Fast Company magazine ranked DesignworksUSA as the world's "#1 Most Innovative Company in Deisgn," and among the "Most Innovative Companies for 2010".

www.designworksusa.com

www.landscapeforms.com

www.bavariayachts.com

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