



BMW Group DesignworksUSA

Brief Project Description

DesignworksUSA, a BMW Group subsidiary, collaborates with Landscape Forms to design global furniture collection “metro40” for public urban transport.

Munich, 15th September 2009.

Project Information:

- Design collaboration between DesignworksUSA and Landscape Forms, one of the world's leading manufacturers of site furniture for outdoor spaces.
- “metro40” - a seven-part furniture collection designed for public streetscapes and urban transit, which includes furniture, shelters, lighting and amenities.
- Collection sets new benchmarks in terms of functionality and aesthetics of transit site furniture.
- Collection designed to make a contribution towards enhancing the overall perception of inner cities, to convey personal atmosphere to anonymous public areas and to make use of public transport a pleasant, relaxing experience.
- Project united Landscape Forms' depth of experience in streetscapes and their commitment to urban environment with DesignworksUSA's all-embracing approach towards mobility, with their international perspective and the design team's enthusiasm in finding aesthetical as well as functional, innovative design solutions.

Design details.

- Universal, timeless, expressive design.
- Comprehensive design language inspired by urban mobility expressing vividly the themes of everyday mobility: departure and arrival, movement and flow, continuity and change.
- Design language characterised by flowing shapes, dynamic, organic surfaces, accelerating curves and twisting profiles which are continuously revolving around themselves, thereby creating visual tension and suggesting positive motion and energy.
- Design vocabulary expressed in each element in a new and surprising way.
- Through the design and through the materials used (primarily aluminium, glass and wood) all products present a combination of visual lightness and structural strength.

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- The seven site elements are related in design, individual in function and international in spirit.

Metro40 Product Overview.

- **Connect:** Pedestrian scale transit shelter designed for bus or light rail combining a solid structure with visual lightness.
- **Rest:** Series of benches available in different versions (e.g. with or without back- or armrest) for diverse ranges of use giving strong expression to the dynamic design language.
- **Ride:** Bike rack interpreting the design language in a discreet nuance.
- **Collect:** Series of waste containers communicating lightness through a design which combines a solid metal frame with a floating inner volume.
- **Hi Glo:** 12-foot tall pedestrian light designed as decorative lighting for sidewalks and shelter areas. Unique Landscape Forms solar LED technology. Twisting, rotating, ascending metal planes that turn into natural fitting for the light.
- **Lo Glo:** 3-foot tall decorative lighting along pathways and alleys. Applies the Hi Glo design features at a smaller scale.
- **Show:** Display structure designed to house advertising, signage and transit info echoing the shelter design.
- **Stop:** Bollards in fixed or removable versions designed for traffic control. Stable cylindrical pieces embraced by metal band, with multiple arrangement options to create emotional patterns on site.

About BMW Group DesignworksUSA

- BMW Group DesignworksUSA with three studios in Los Angeles, Munich and Singapore provides design development, design strategy, research, sustainability consulting, brand communications, 3D modeling, color, materials and finish to many of the world's great brands.
- Integral part of and creative partner to the BMW Group (BMW, MINI and Rolls-Royce Motor Cars).
- Additional clients include Hewlett Packard, Microsoft, Starbucks, Boeing Business Jets, Embraer, Pilatus, John Deere, Advanced Medical Optics and BAVARIA Yachts.
- President of company: Verena C. Kloos leading DesignworksUSA's strategy and operations.

About Landscape Forms

- Landscape Forms (Kalamazoo, Michigan, founded 1969): Today industry's leader in design and manufacture of site furniture, outdoor lighting and accessories.
- Recently named by the Wall Street Journal as one of the Top 15 Small Workplaces in the United States.

- Has earned a reputation for excellent design, high quality products and exceptional service.
- Clients include municipalities; transit centres; corporate, college and health care campuses (Boeing, Cisco Systems, Disney, Sprint, American Airlines, Herman Miller or Nike).
- Sales offices throughout North America, the United Kingdom, the United Arab Emirates, Japan and Southern Europe.

Design Studio: BMW Group DesignworksUSA

Client: Landscape Forms, Michigan, USA

Project name: "metro40"

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BMW Group DesignworksUSA

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