Participatory City: 100 Urban Trends from the BMW Guggenheim Lab Opens at the Guggenheim Museum

Exhibition examines themes and ideas about urban life drawn from the Lab’s global journey

Exhibition: Participatory City: 100 Urban Trends from the BMW Guggenheim Lab
Venue: Solomon R. Guggenheim Museum, 1071 Fifth Avenue, New York
Location: Annex Level 2
Press Preview: Thursday, October 10, 2013, 10 am–1 pm

(NEW YORK, NY – October 10, 2013) – Participatory City: 100 Urban Trends from the BMW Guggenheim Lab, an exhibition summing up the experiences and concepts generated during the two-year run of the BMW Guggenheim Lab, will be presented from October 11, 2013 to January 5, 2014, at the Solomon R. Guggenheim Museum. The exhibition is the culmination of the Lab—an urban think tank, community center, and public gathering space that traveled to New York, Berlin, and Mumbai to inspire innovative ideas about urban life and new ways of thinking about cities. Tens of thousands of participants engaged with the Lab’s free public programs, urban projects, and research initiatives, both on site and online, which informed and helped shape the exhibition.

“With the BMW Guggenheim Lab, we have extended our mission beyond the walls of the museum, providing the Guggenheim with new ways to engage directly with the public and demonstrate our commitment to innovation in the fields of architecture and urbanism,” said Richard Armstrong, Director, Solomon R. Guggenheim Museum and Foundation. “The Lab ignited an important conversation about the differences and commonalities of urban environments and the power of cities as idea-makers. The Participatory City exhibition brings together the ideas found along the way, celebrating this journey and showcasing the extraordinary people and places we encountered.”

The BMW Guggenheim Lab is a co-initiative of the Solomon R. Guggenheim Foundation and the BMW Group. Participatory City is organized by Maria Nicanor, Curator, BMW Guggenheim Lab, and Associate Curator, Architecture and Urbanism.
Exhibition Overview

Participatory City is inspired by one hundred of the most talked-about ideas in urban thinking explored at the Labs in New York, Berlin, and Mumbai. The terms, or trends, featured in the exhibition have been selected from nearly three hundred terms that were compiled in the New York, Berlin, and Mumbai editions of 100 Urban Trends: A Glossary of Ideas from the BMW Guggenheim Lab. New and old, established and of-the-moment, these terms relate to the ways we understand, design, and inhabit cities. Each term references a particular Lab event or experience, highlighting participatory programs, tours, talks, workshops, film screenings, and urban research projects offered in each city. Projections of the terms, alongside corresponding drawings, photographs, and short videos, loop continuously on the gallery walls in a digital installation. Additional videos and images from each of the three cities bring the Labs to life throughout the exhibition. A global roster of architects, academics, designers, and artists has also submitted responses to 100 Urban Trends, which can be viewed online, at youtube.com/BMWGuggenheimLab.

Participatory City examines a wide variety of trends that address how we interact with cities, including:

- **Participatory Urbanism**: a concept integral to the programs in New York, Berlin, and Mumbai, in which citizens are empowered to collect data and contribute ideas to urban decision-makers;
- **Ostrich Effect**: a topic discussed in Mumbai that describes how individuals convey their indifference to the harsh conditions of everyday street life;
- **Collaborative Urban Mapping**: an example of a small-scale intervention in an urban environment, which was produced through collaboration and open-source data in Berlin to map elements of the food supply chain;
- **Suburban Sprawl**: representing outward urban growth;
- and the concept of **Happy City** and psychological well-being in urban environments.

Other trends include the 3-D Printer revolution that has led to increased **Customization**, **Arduino**, hardware developed for operating robots; and urban concepts such as **10,000 Honks**, **Bottom-Up Urban Engagement**, **Collective Memory**, **The New Architect**, **Eviction**, **Food Distribution**, **Gentrification**, **Infrastructure of Waste**, and **Non-Iconic Architecture**, among others.

“Cities are concentrations of buildings, streets, transportation systems, and physical infrastructure, but it is people who are at the center of urban discourse and it is people who, through participation and interaction, continue to make cities vibrant centers for the generation of ideas that shape our world,” said Nicanor. “It is this sense of participation that continues to empower urban progress one idea at a time. Participatory City documents the BMW Guggenheim Lab’s journey to identify some of the most urgent challenges for cities today and the ideas that could help improve them.”

The exhibition also features prototypes of the Water Bench, a project developed during the Mumbai Lab by Lab Team member and architect Neville Mars. Created to address water scarcity and the need for leisure space in Mumbai, the Water Bench collects rainfall for re-use in irrigation and provides public seating. A prototype of the Water Bench is planned for First Park in New York, the site of the New York Lab, and six more are currently installed throughout Mumbai.
“With the New York exhibition, the BMW Guggenheim Lab adventure comes full circle. During its travels, the Lab connected people from around the world to address the challenges that so many megacities face today and in the future. Each and every one of these people who actively participated in this project, be it online or on site, are the reason for the Lab’s success,” said Maximilian Schöberl, Senior Vice President, Corporate and Governmental Affairs, BMW Group. “The exhibition allows us the opportunity to reflect on the Lab as a whole to better understand how this thinking will continue to inform urban life.”

Public Programs
Throughout the run of Participatory City, a series of public programs focusing on a selection of terms from 100 Urban Trends will expand on the issues and projects explored by the BMW Guggenheim Lab.

Programs are $7, $5 for members, and free for students who RSVP. Films are screened in the New Media Theater, Lower Level, and are free with museum admission. For tickets and more information, visit guggenheim.org/bglprograms or call 212 423 3587.

Urban Data: Michael Flowers and Mayor Bloomberg’s Office of Policy and Strategic Planning
Fri, Oct 11, 6:30 pm
Michael Flowers, Director of Analytics for Mayor Michael Bloomberg’s Office of Policy and Strategic Planning, talks about the role of urban data in New York, and how untapped information and data sets can be harnessed to improve the way the city runs.

Happy City: Charles Montgomery
Sat, Nov 2, 8:30 pm
Charles Montgomery, former Lab Team member and author of Happy City: Transforming Our Lives Through Urban Design (Farrar, Straus and Giroux, 2013), launches his book and presents fun experiments in trust and play, looking into the striking relationship between the design of our minds and the design of our cities.

Rainwater Harvesting: Neville Mars
Sun, Dec 1, 6:30 pm
Neville Mars, architect, founder of Dynamic City Foundation, and former Lab Team member, discusses his interest in design solutions that conserve water and how this led to the creation of the Water Bench, an urban bench that collects rainwater for re-use.

Urban Film Series: Cinematic Sites
Selected by Paul Dallas, organizer of the New York Lab’s film program in 2011, this series examines the relationship between the urban environment and cinematic storytelling. The series includes films set in the Lab venues of New York, Berlin, and Mumbai as well as other cities around the world including Cairo, Chengdu, Los Angeles, Recife, San Francisco, Tehran, and Vienna.
About the BMW Guggenheim Lab
A co-initiative of the Solomon R. Guggenheim Foundation and the BMW Group, the BMW Guggenheim Lab launched in New York (August 3–October 16, 2011) with a focus on the theme Confronting Comfort; traveled to Berlin (June 15–July 29, 2012), with the theme Making, emphasizing citizen participation in shaping cities; and finally opened at multiple sites in Mumbai (December 9, 2012–January 20, 2013), where projects and programs explored the theme of Privacy. Participants from more than 160 countries and territories around the world participated in the Lab’s nearly 600 public programs, workshops, lectures, and research and urban projects, both on site and online. The BMW Guggenheim Lab’s global program concludes with the exhibition Participatory City: 100 Urban Trends from the BMW Guggenheim Lab, on view at the Guggenheim Museum, New York from October 11, 2013 to January 5, 2014. The BMW Guggenheim Lab was curated by Maria Nicanor of the Solomon R. Guggenheim Museum and David van der Leer, former Curator, BMW Guggenheim Lab.

The mobile structures for the Lab were designed by the Tokyo architecture firm Atelier Bow-Wow, including a novel carbon-fiber structure used in New York and Berlin and a set of bamboo structures installed at multiple locations in Mumbai. The graphic identity of the Lab, which included an interactive logo, was developed by Seoul-based graphic design firm Sulki & Min. Together with Guggenheim curators, three Lab Teams, composed of individuals from a variety of disciplines, developed programs specific to each city.

The project’s blog, Lab | Log, features interviews with BMW Guggenheim Lab contributors and includes coverage of the Lab’s activities. The public is invited to join the BMW Guggenheim Lab’s dedicated social communities on Twitter (@BMWGuggLab and #BGLab), Facebook, YouTube, and Flickr and to subscribe to the Lab’s e-newsletter.

For more information about the Lab, visit bmwguggenheimlab.org. See the complete 100 Urban Trends: A Glossary of Ideas from the BMW Guggenheim Lab at 100urbantrends.org.

About the Solomon R. Guggenheim Foundation
Founded in 1937, the Solomon R. Guggenheim Foundation is dedicated to promoting the understanding and appreciation of art, primarily of the modern and contemporary periods, through exhibitions, education programs, research initiatives, and publications. The Guggenheim network that began in the 1970s when the Solomon R. Guggenheim Museum, New York, and was joined by the Peggy Guggenheim Collection, Venice, has since expanded to include the Guggenheim Museum Bilbao, which opened in 1997, and the Guggenheim Abu Dhabi, currently in development. Looking to the future, the Guggenheim Foundation continues to forge international collaborations that take contemporary art, architecture, and design beyond the walls of the museum. More information about the foundation can be found at guggenheim.org.

VISITOR INFORMATION

Admission: Adults $22, students/seniors (65+) $18, and free for members and children under 12. Available with admission or by download to personal devices, the Guggenheim’s new, free app offers an
enhanced visitor experience. The app features content on special exhibitions, unique access to more than 1,200 works in the Guggenheim’s permanent collection, and information about the museum’s landmark building. Verbal imaging guides for select exhibitions are also included for visitors who are blind or have low vision.

Museum Hours: Sun–Wed, 10 am–5:45 pm; Fri, 10 am–5:45 pm; Sat, 10 am–7:45 pm; closed Thurs. On Saturdays, beginning at 5:45 pm, the museum hosts Pay What You Wish. For general information, call 212 423 3500, or visit the museum online at:

guggenheim.org
twitter.com/guggenheim
facebook.com/guggenheimmuseum
youtube.com/guggenheim
flickr.com/guggenheim_museum
instagram.com/guggenheim

For publicity images, visit guggenheim.org/pressimages.
User ID: photoservice
Password: presspass

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Public Programs

Throughout the run of Participatory City: 100 Urban Trends from the BMW Guggenheim Lab, a series of public programs focusing on a selection of terms from 100 Urban Trends will expand on the issues and projects explored by the BMW Guggenheim Lab.

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Urban Data: Michael Flowers and Mayor Bloomberg’s Office of Policy and Strategic Planning
Fri, Oct 11, 6:30 pm
Michael Flowers, Director of Analytics for Mayor Michael Bloomberg’s Office of Policy and Strategic Planning, talks about the role of urban data in New York. Learn how the city’s troves of untapped information and data sets can be harnessed to improve the way the city runs. From fighting crime to improving mobility and identifying fire hazards, Flower’s analytics team has revolutionized the way New York operates.

Happy City: Charles Montgomery
Sat, Nov 2, 8:30 pm
Can architecture and design maximize happiness? Join author and former Lab Team member Charles Montgomery for a night of fun experiments in trust and play, exploring the striking relationship between the design of our minds and the design of our cities. Then celebrate the launch of Montgomery’s book Happy City: Transforming Our Lives Through Urban Design (Farrar, Straus and Giroux, 2013), which explores how cities can be turned into machines for happiness using new insights from neuroscience, psychology, and design activism. The exhibition gallery will be transformed into a laboratory for testing the effect that design has on the way we feel. Prepare to feel surprised—and surprisingly happy. Happy City will be available for purchase at the event. Cash bar.

Rainwater Harvesting: Neville Mars
Sun, Dec 1, 6:30 pm
Architect, founder of Dynamic City Foundation, and former Lab Team member Neville Mars discusses his interest in design solutions that conserve water and how this led to the creation of the Water Bench, an urban bench that collects rainwater for re-use. Learn how smarter design solutions can help improve not only the look but also the health and livability of our cities. Mars will share the science behind his
design, his process for creating the prototype, and his vision for installing the Water Bench in cities worldwide.

Urban Film Series: Cinematic Sites
Selected by Paul Dallas, organizer of the New York Lab’s film program in 2011, this series explores the relationship between the urban environment and cinematic storytelling and films set in the Lab venues of New York, Berlin, and Mumbai, as well as other cities around the world including Cairo, Chengdu, Los Angeles, Recife, San Francisco, Tehran, and Vienna. For the complete schedule, visit guggenheim.org/filmscreenings.

Oct 11
New York: Variety (Bette Gordon, 1983, 100 min.)
Square Times (Rudy Burckhardt, 1967, 6 min.)

Oct 18
Berlin: People on Sunday (Curt Siodmak and Robert Siodmak, 1930, 73 min.)

Oct 25
Mumbai: Salaam Bombay! (Mira Nair, 1988, 113 min.)

Nov 1
Vienna: Museum Hours (Jem Cohen, 2012, 107 min.)

Nov 8
Chengdu: People’s Park (Libbie D. Cohen and J. P. Sniadeki, 2012, 78 min.)

Nov 15
San Francisco: Side/Walk/Shuttle (Ernie Gehr, 1991, 41 min.)
Los Angeles: Get Out of the Car (Thom Andersen, 2010, 34 min.)

Nov 22 and Jan 3
Los Angeles: Wildness (Wu Tsang, 2012, 74 min.)

Dec 6
Tehran: This Is Not a Film (Motjaba Mirtahmasb and Jafar Panahi, 2011, 76 min.)

Dec 13 and 27
Recife: Neighboring Sounds (Kleber Mendonça Filho, 2012, 131 min.)

Dec 20
Cairo: Cairo Station (Youssef Chahine, 1958, 95 min.)
Curatorial Statement

Cities are made of people and for people. Cities are also concentrations of buildings, streets, transportation systems, and physical infrastructures, but it is people who stand at the center of urban discourse and it is people who, through participation and interaction, have made cities the center for the generation of ideas. People make cities idea-makers.

In cities, we live, work, socialize, and come together to share our thoughts and common interests and to generate the ideas that shape our world. Dense, growing cities have been and continue to be a catalyst for human progress, powered by daily proximity among their citizens. Despite some of the drawbacks of constantly expanding urban areas, cities may well embody the future for a more sustainable existence. Greater urban density can lead to conflict, but it can also produce a greater diversity of viewpoints and more opportunities for positive change. Seeking concentrations of other human beings to communicate and collaborate with has been part of the human experience since prehistoric times. Then, as now, people gathered in search of protection, conviviality, and exchange. It is this sense of participation that continues to power urban progress, one idea at a time.

This exhibition explores the journey of the BMW Guggenheim Lab, an experimental project that embarked on one such search for exchange around the world, to identify some of the most urgent and controversial challenges for cities today and the ideas that could help improve them. From 2011 to 2013, the BMW Guggenheim Lab, a mobile urban laboratory, traveled to New York, Berlin, and Mumbai. Participatory City: 100 Urban Trends from the BMW Guggenheim Lab celebrates this journey, showcasing the extraordinary people, diverse places, and inspiring ideas found along the way.

Maria Nicanor, Curator, BMW Guggenheim Lab, and Associate Curator, Architecture and Urbanism
Participatory City: 100 Urban Trends from the BMW Guggenheim Lab

Digital Contributors

The following architects, academics, designers, and artists have created digital responses to the 100 Urban Trends featured in Participatory City, available at youtube.com/BMWGuggenheimLab.

72 Hour Urban Action, Tel Aviv
All(zone), Bangkok
Aziza Chaouni Projects, Fez, Morocco
Broken City Lab, Windsor, Ontario
Bureau Detours, Aarhus and Copenhagen, Denmark
Cero29, Bogotá, Colombia
Design99, Detroit
Mohamed Elshahed, Cairo
Yasser Elsheshtawy, Abu Dhabi
Phoebe Giannisi and Zissis Kotionis, Athens
[in]formalStudio, Johannesburg
Kontak!, Kuala Lumpur, Malaysia
Kate MacTiernan and St Clements Community Land Trust, London
mmmm....., Madrid
NLÉ, Amsterdam, and Lagos, Nigeria
n.o.v.a.civitas and cittadellarte, Biella, Italy
Boris Nzebo, presented by SUD (Salon Urbain de Douala), Douala, Cameroon
Emeka Ogboh, Lagos, Nigeria
Partizaning, Moscow
ROLU, Minneapolis
Rural Urban Framework, Hong Kong
Benjamin Stokes, Los Angeles
Superpool and Extramucadele, Istanbul
SUSUKA Architects, Santiago, Chile
Apolonija Šušteršič, London, and Meike Schalk, Stockholm
Thoughtbarn, Austin, Texas
Visual Order [Nii Obodai, Nyani Quarmyne], Accra and SuperCity [Barbara Roosen, Ana Beja da Costa], Brussels
Ola Wasilkowska, Warsaw
Zeppelin Association in collaboration with Point 4, Bucharest, Romania
Participatory City: 100 Urban Trends from the BMW Guggenheim Lab
Complete List of Featured Terms

1. 10,000 Honks
2. 3-D Printer
3. Activist Citizen
4. Aging Population
5. Altruism
6. Architectural Restoration
7. Arduino
8. Bike Sharing
9. Bottom-Up Urban Engagement
10. Bridging Infrastructure
11. Chawls
12. City Apps
13. City Manifesto
14. City Mythology
15. Cityness
16. Collaborative Urban Mapping
17. Collective Memory
18. Commuting
19. Confronting Comfort
20. Container Architecture
21. Corruption
22. Crowdsourcing
23. Customization
24. Data Visualization
25. Decentralization
26. Density
27. Department of Listening
28. Design Barriers
29. Development Incentives
30. Disneyfication
31. Empowerment Technologies
32. Encroachment
33. Eviction
34. Fear
35. Feel-Good Urbanism
36. Floor Space Index
37. Food Distribution
38. Genius Hub
39. Gentrification
40. Green Space
41. Hacking the City
42. Happy City
43. Hawker
44. Informal Economy
45. Infraspace
46. Infrastructure of Waste
47. Interdependence
48. Intergenerational Interaction
49. Intuition
50. Learning by Doing
51. Local Food
52. Local Knowledge
53. Maker Movement
54. ME=WE
55. Megaprojects
56. Micro Architecture
57. Mixed-Use
58. Mortgage Crisis
59. Multicultural Cities
60. Mumbai Mills
61. Non-Expert
62. Non-Iconic Architecture
63. Occupy Wall Street
64. Open Governance
65. Open-Source
66. Ostrich Effect
67. Participatory Urbanism
68. Pet Slum
69. Play Spaces
70. Privacy
71. Privatization
72. Property Fund Politics
73. Public Space
74. Public-Private Partnerships
75. Rainwater Harvesting
76. Responsive Infrastructure
77. Retrofitting Infrastructure
78. Rural Migration
79. Sensor
80. Share Culture
81. Slowing Down
82. Suburban Sprawl
83. Temporary Architecture
84. The New Architect
85. Thinkering
86. Time Scarcity
87. Toxic Neighborhoods
88. Trust
89. Unconscious Perception
90. Upcycling
91. Urban Data
92. Urban Farming
93. Urban Fatigue
94. Urban History
95. Urban Psychology
96. Urban Sound
97. Urban Spontaneity
98. Urban Ugliness
99. Urban Violence
100. Vacant Space
BMW Guggenheim Lab Fact Sheet

Overview
Part urban think tank, part community center and public gathering space, the BMW Guggenheim Lab is a global initiative launched to inspire innovative ideas about urban life and new ways of thinking about cities. Led by international interdisciplinary teams of emerging talents in the areas of urbanism, architecture, art, design, science, technology, education, and sustainability, the Lab addresses issues of contemporary urban life through programs and public discourse.

Co-Initiators
The BMW Guggenheim Lab is a co-initiative of the Solomon R. Guggenheim Foundation and the BMW Group.

Curators
Maria Nicanor
David van der Leer (former)

Curatorial Assistants
Amara Antilla
Stephanie Kwai (former)

Website
bmwguggenheimlab.org

Extending the global reach of the BMW Guggenheim Lab beyond its physical structure, bmwguggenheimlab.org broadens the opportunities for audiences around the world to participate in this multidisciplinary urban experiment. The website features rich multimedia content, including programming and behind-the-scenes videos and images, and the opportunity to comment and share posts through e-mail and social media channels.

Blog
Activities at the BMW Guggenheim Lab are reported on Lab | Log (blog.bmwguggenheimlab.org), which also features posts by notable guest writers and interviews with the BMW Guggenheim Lab’s collaborators.
Social Media  
- twitter.com/bmwgugglab and #BGLab
- facebook.com/bmwguggenheimlab
- youtube.com/bmwguggenheimlab
- flickr.com/bmwguggenheimlab

Cities  
- New York (August 3–October 16, 2011)
- Berlin (June 15–July 29, 2012)
- Mumbai (December 9, 2012–January 20, 2013)

Summary  
Participatory City: 100 Urban Trends from the BMW Guggenheim Lab
(October 11, 2013–January 5, 2014) features 100 of the most talked-about ideas in urban thinking explored at the Labs in New York, Berlin, and Mumbai.

Advisory Committee  
- Daniel Barenboim (Conductor and Pianist, Argentina)
- Elizabeth Diller (Designer, United States)
- Nicholas Humphrey (Theoretical Psychologist, United Kingdom)
- Muchadeyi Ashton Masunda (Mayor of Harare, Zimbabwe)
- Enrique Peñalosa (Former Mayor of Bogotá, Colombia)
- Juliet Schor (Economist and Professor of Sociology, United States)
- Rirkrit Tiravanija (Artist, Thailand)
- Geetam Tiwari (Transportation Planner and Safety Expert, India)
- Wang Shi (Entrepreneur, China)

Themes  
- New York: Confronting Comfort—how urban environments can be made more responsive to people’s needs.
- Berlin: Making—emphasizing citizen participation in shaping cities.
- Mumbai: Privacy—addressing challenges and opportunities related to public space.

Design Architect  
Atelier Bow-Wow
Tokyo, Japan
Principals: Yoshiharu Tsukamoto and Momoyo Kaijima
Project Team: Mirai Morita and Masatoshi Hirai

Lab Structures  
In the three cities the Lab visited, the physical structure was designed to be in character with its urban environment. For New York and Berlin, Tokyo architects Atelier Bow-Wow designed a novel structure composed of carbon fiber. For Mumbai, Atelier Bow-Wow designed two structures made primarily of bamboo: a stationary, central Lab structure and a second structure that traveled to satellite sites throughout Mumbai.
Graphic Design: Sulki & Min
Seoul, South Korea

Principals: Sulki Choi and Min Choi

The graphic identity of the BMW Guggenheim Lab includes an interactive logo created by Seoul-based graphic design firm Sulki & Min. During the Lab’s global journey, the logo changed in response to audience interaction on bmwguggenheimlab.org. Reflecting the role of the BMW Guggenheim Lab as a space for the exchange of ideas, the logo is the metaphorical and virtual representation of worldwide interaction with Lab themes and the larger discourse about cities and urban life.

PRESS MATERIALS
For complete press materials, visit bmwguggenheimlab.org/presskits.
For publicity images, visit bmwguggenheimlab.org/pressimages.
For publicity videos, visit bmwguggenheimlab.org/pressvideos.
User ID: photoservice
Password: presspass

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October 10, 2013
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BMW Guggenheim Lab
October 11, 2013–January 5, 2014
Solomon R. Guggenheim Museum, New York

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E-mail pressoffice@guggenheim.org with any questions.
Participatory City: 100 Urban Trends from the BMW Guggenheim Lab
Charles Montgomery
Journalist and urban experimentalist
BMW Guggenheim Lab Team Member – New York
Photo: © 2011 Solomon R. Guggenheim Foundation, New York

Nicholas Humphrey
Emeritus Professor, London School of Economics
BMW Guggenheim Lab Advisor
Photo: courtesy Nicholas Humphrey

3-D Drucker / Activist Citizen / Bike Sharing / Współtworzy / mapy urbani-stycznej / αποκεντρώση / Empowerment Technologies / Genrifizierung / Ciudad Feliz /
التفاعل بين الأجيال / Inseganne facendo / Maker Movement / Non-Expert / offene Führung / Responsive Infrastructure / Senses / Tempo-
ary Archi-
ecture / 空の家 / Decommissioning / Bella città / Inter-
generationale Interac-
tion / Learning by Do-
ing / Mixed-Use / Ines-
perto / 웨어 / Sensor / The New Architect / Miejskie dane / Espaços vazios / 3D drukker / Arduino / Collaborative Urban Mapping / Widzieć data / зеленое про-
странство / 행복 도시 / Intu-
itition / Multisuo / คู่มือหรูหรา / Peuter / Urban Fa-
tigue / Spazio vacante / Ak-
twyń obywatel / Personal-
izacja / Des-
centralization / Dialogo in-
tergenerazionale / Die 
nuwe argitek / Upcycling / مساحة شاغرة / Bürgeraktiv-
ist / Dostosowywanie / 世代間交流 / ワイオーミング /لس مي-
jsce / Décision / Architettura 
temporanea / Thinking / 
プルネラヤ / вакантное место / 直觉 / Miejskie zme-
czenie / Stampa 
3D / гражданин / активист / Aging 
Population / Customizzazio-
ze / Des-
sentralisierung / Intuizione / التعلم عن طريق العمل / Woine mie-

BMW Guggenheim Lab Logo
Designer: Sulki & Min, Seoul, South Korea
© 2013 Solomon R. Guggenheim Foundation, New York
Maria Nicanor
Curator, BMW Guggenheim Lab, and Associate Curator, Architecture and Urbanism

Maria Nicanor joined the Guggenheim’s curatorial staff in 2005 and now heads the architecture and urbanism initiatives of the museum. She has worked on several exhibitions, including *Spanish Painting from El Greco to Picasso: Time, Truth, and History* (2006–07); *Cy Twombly* (2008–09, Guggenheim Museum Bilbao); *Frank Lloyd Wright: From Within Outward* (2009); *Contemplating the Void: Interventions in the Guggenheim Museum* (2010); and *Color Fields* (2010–11, Deutsche Guggenheim Berlin). Nicanor leads the curatorial team of the BMW Guggenheim Lab, an international traveling laboratory for urban experiments and public programs. She is a regular contributor to contemporary art and architecture publications and has lectured internationally on the future of museums in the twenty-first century and the role of architecture in museum practice. She holds a BA in art history from the Autonoma University, Madrid, and Sorbonne University, Paris; an MA in museum studies from New York University; and a Ph.D. (ABD) from the Autonoma University, Madrid, with a focus on architectural history and theory.
Richard Armstrong
Director, Solomon R. Guggenheim Museum and Foundation

Richard Armstrong has served as Director of the Solomon R. Guggenheim Museum and Foundation since 2008. As head of the Guggenheim’s executive staff, he focuses on the pivotal role of the New York museum and its collection while also providing leadership and management for the other institutions in the global Guggenheim network and for the Foundation’s international programs. Armstrong works with senior staff to maximize all aspects of the Foundation’s operations: permanent collections, exhibition programs, loans, acquisitions, documentation, scholarship, and conservation.

Prior to his appointment at the Guggenheim, Armstrong served at the Carnegie Museum of Art, Pittsburgh, as Curator of Contemporary Art (1992–95), Chief Curator (1995), and Henry J. Heinz II Director (1996–2008). During his twelve years of leadership as director, the museum added significantly to its collection, acquiring multiple works from the Carnegie International exhibitions; accessioning the vast photographic archive of Charles “Teenie” Harris (one of the most important visual records of African American life in the twentieth century); and acquiring, through purchase and gift, dozens of landmark works of nineteenth, twentieth, and twenty-first century art (such as Rachel Whiteread’s monumental Untitled (Domestic), the first joint acquisition in the Carnegie’s history). Under Armstrong’s guidance, the Carnegie also built up its curatorial staff, raised major support for its endowment, renovated its Heinz Galleries and Scaife Galleries, and expanded the Heinz Architectural Center. In May 2012, the Carnegie Museum announced the establishment of a permanent endowed curatorial position, the Richard Armstrong Curator of Modern and Contemporary Art, named after Armstrong in honor of his exemplary work at the museum.


Armstrong serves in an advisory capacity on a number of foundation boards, including the Victor Pinchuk Foundation, Kiev, Ukraine; the Artistic Council, Fondation Beyeler, Basel, Switzerland; the Al Held Foundation, New York; and the Judd Foundation, New York. He also serves as Director of the Fine Family Foundation, Pittsburgh, and is a member of the Association of Art Museum Directors (AAMD).
A native of Kansas City, Missouri, Armstrong graduated from Lake Forest College in Illinois with a BA in Art History and subsequently studied at the Université de Dijon and the Université de Paris, Sorbonne.
Thomas Girst  
Head of Cultural Engagement, BMW Group Corporate and Intergovernmental Affairs

BMW Group's commitment to culture.

Munich. For more than 40 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on modern and contemporary art, jazz and classical music as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and factory plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York.

The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview

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.

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