

Wallpaper*

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LIMITED EDITION COVER
BY MARC QUINN

Sound idea

Commissioned by BMW i, a new installation by the Bouroullec brothers makes a quiet point

PHOTOGRAPHY: OLIVIER AMSELLEM

In the courtyard of the monastery, a series of circular planes covered in aurally sensitive parts of cork with sheltering umbrellas rotate at a barely visible rate. People walk respectfully across them, but are mostly unaware of their slow revolutions. Until they stand still and a subtle shift in surroundings becomes evident.

Quiet Motion is a collaborative installation by French designers Ronan & Erwan Bouroullec, commissioned by BMW i, the German car manufacturer's forward-thinking sub-brand. Intended to stimulate ideas about sustainable transport, it's not a piece for the motoring industry per se, but for a creative mindset. 'It is really a metaphor for what electric mobility could be like,' says Ronan Bouroullec. 'We took an almost monastic approach to transport, creating movement without noise, with respect to the environment and the people around it.'

It's a bold, left-field project that speaks volumes about BMW i's continued quest to develop environmentally-friendly electric car concepts. Its approach is all-embracing, redefining the understanding of personal mobility with cars designed with pure, progressive shapes, lightning performance, innovative applications, intelligent services, and unparalleled use of sustainable technology.

'I hope people will look at the installation and ask why are these two very different worlds – the car industry and the design world – coming together?' says Benoit Jacob, head of design for BMW i. 'What is the common denominator? The truth is we speak the same language when it comes to sustainability.' The materials used to make the installation reflect the sustainable make-up of the BMW i fleet – carbon fibre and the BMW i's interior leather which is tanned using a chemical-free process.

'It was good to hear Benoit speak about the idea of a slower, quieter car,' says Erwan. 'So we decided our project would be about sound. The lack of sound, actually. Something altogether more contemplative.'

Quiet Motion, Facoltà Teologica dell'Italia Settentrionale, Piazza Paolo VI 6, part of Salone del Mobile, until 14 April, www.bmw-i.com

AUTOCUE
Below, BMW i head of design Benoit Jacob, at the Bouroullec brothers studio in Paris



SLOW REVOLUTION
The installation is made up of stacked circles of cork that rotate so slowly, the movement is almost imperceptible



DRAW INSPIRATION
Early drawings of the project. The brothers wanted to create an installation that stimulated ideas about sustainability

SILENT TREATMENT
French designers Ronan (left) and Erwan Bouroullec in their Parisian studio with a model of their installation *Quiet Motion*