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

In the courtyard of the monastery, a series of circular planes covered in auricular sensitive parts of cork with sheltering umbrella roosts 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’s 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 technologies.

“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 Ronan 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 is interiour leather which is tanned using a chemical-free process.

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

Quiet Motion, Facoltà Teologica dell’Italia Sansonieviana, Piazza Paoli VIII, part of Salone del Mobile, until 14 April. www.bmw-i.com

SLOW REVOLUTION
The installation is made up of stacked circles of cork that rotate on their axis; the movement is almost imperceptible.

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

W* BESPOKE PROMOTION

Silent treatment
French designers Ronan & Erwan Bouroullec in their Parisian studio with a model of their installation Quiet Motion.