



THE ART OF IMMERSION

ELEVATING DESIGN EXPERIENCES

**DESIGN
WORKS**

A BMW Group Company

DEFINE IMMERSIVE









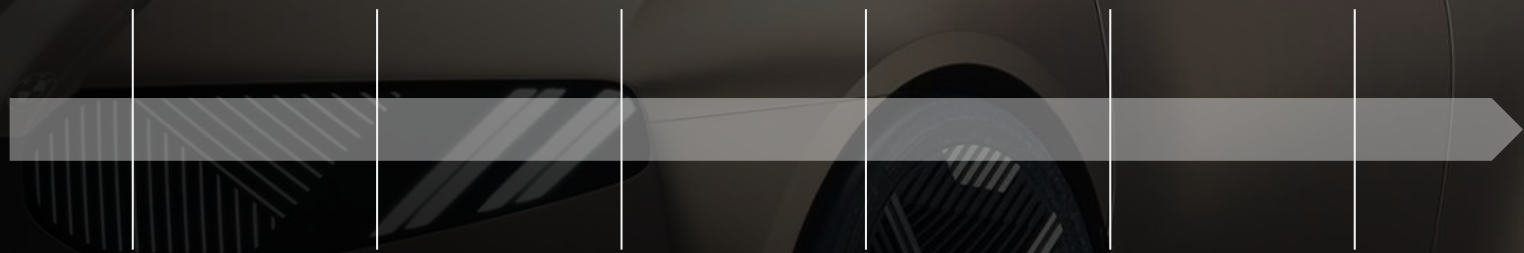
DW

DESIGN WORKS

A BMW Group Company



MOTORRAD



Handwritten text: *Grüßer*



"DESIGNWORKS IS OUR INTERNATIONAL EARS AND EYES OUT IN THE WORLD — IT GIVES US A UNIQUE PERSPECTIVE THAT GOES BEYOND THE AUTOMOTIVE INDUSTRY IN THE FIELD OF DESIGN."

Adrian van Hooydonk



BETTER
BEYOND
BEAUTIFUL

GLOBAL VIBES

BMW Group Designworks is just not only a design powerhouse; it's a global hub of creativity, innovation, and limitless possibilities. Established in 1972 and proudly part of the BMW family since 1995, we're not your typical design crew.




OKAY, BACK TO THE SKIES

**WE'RE HEADED
BACK UP!**

IMAGINE A
FUTURE...



...WHERE TRAVELING
ISN'T JUST ABOUT
GETTING FROM A TO B

A woman with short dark hair, wearing a tan trench coat, black boots, and a tan shoulder bag, is walking through an airport terminal. She is pulling a light-colored, ribbed rolling suitcase. The terminal has large glass windows and a polished floor. The lighting is warm and golden, suggesting late afternoon or early morning. The text is overlaid on the left side of the image.

A woman is sleeping peacefully in an airplane cabin. She is wearing a white, textured blanket and is reclined in a leather seat. Above her is a large overhead screen displaying a close-up of a hand holding a teacup, suggesting a premium service. The lighting is soft and warm, creating a comfortable atmosphere.

...BUT ABOUT
EXCEEDING
PASSENGER
EXPECTATIONS
(AT 30,000 FEET)



Are we stuck in pre-smartphone era?

FROM LAGGING BEHIND TO LEAPING FORWARD

BEYOND THE NUTS & BOLTS: WHY AI MATTERS TO PASSENGERS

FIVE AREAS TO LEVERAGE AI'S POTENTIAL:

**PHYGITAL
SYNERGIES**

**HYPER-
PERSONALISATION**

**COMFORT
IS KING**

**PASSENGER
AUTONOMY**

**ECO-CONSCIOUS
TRAVELING**

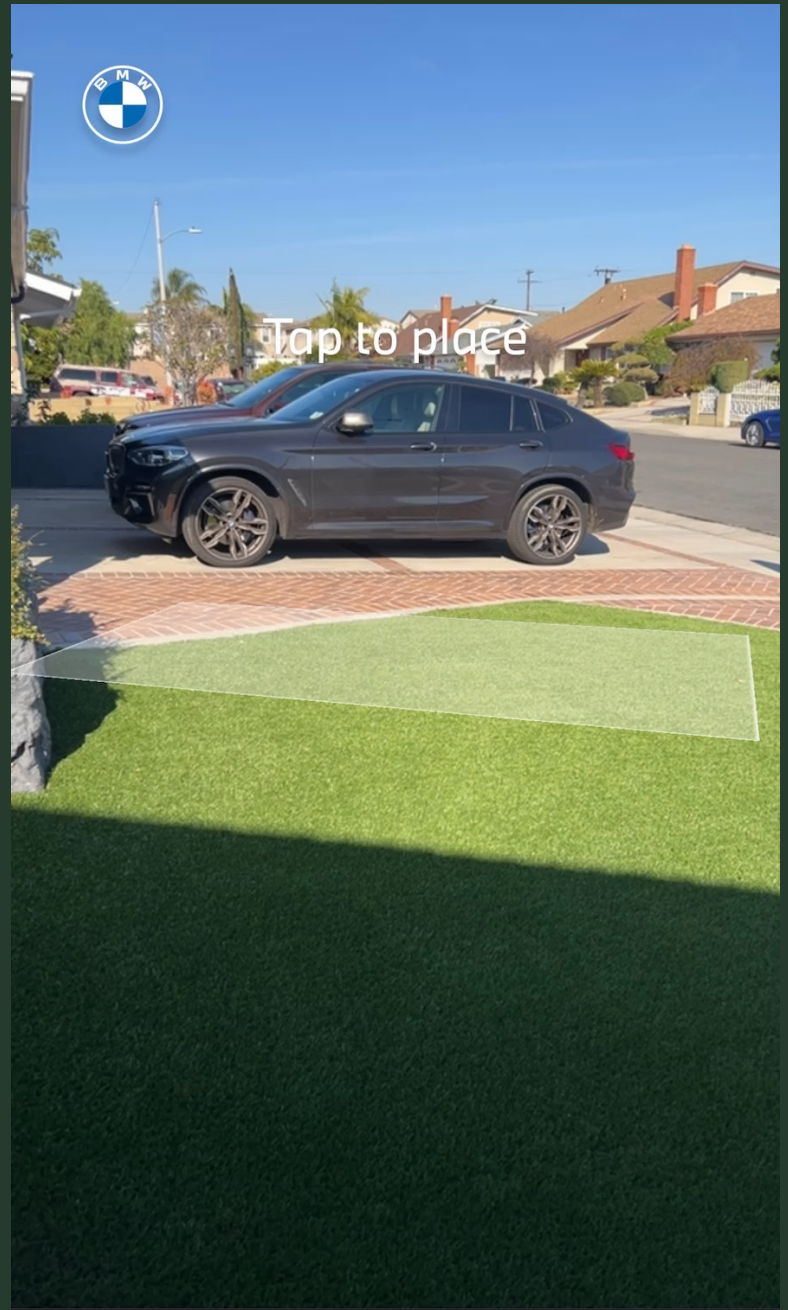


BURRED LINES

PHYGITAL SYNERGIES AT 30.000 FEET











EXPERIENCE UNMATCHED

HYPER-PERSONALISATION



Cloud Nine Chronicles Explore the World Below



Greenland's Magic Tundra

30,000 Feet below

The Greenland tundra is a stark yet breathtaking landscape, stretching across vast swaths of the island's coastline. Carpeted in low-lying mosses, lichens, and hardy wildflowers, it paints a vibrant picture in the short summer months.



Shop Collection



SALES IN UNIQUE VIRTUAL ENVIRONMENT – BEYOND SHOWROOM





Alice In Wonderland



Jackson Pollock



Lunar New Years



Star Wars

0
system Act as a creat

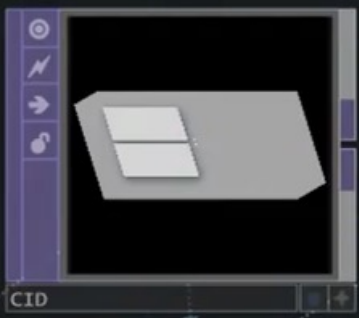
chatGPT

1 Enchanting t
2
3
4
5
curr_message
0
system A
1 user
2 assistant

Enchanting tea parties
with quirky characters,
zany adventures in
fantastical landscapes,
magical potions and
whimsical riddles, white
rabbits and Cheshire
cats, a dreamlike journey
through surreal wonder.
Colors: whimsical
pastels, vibrant splashes,
enchanted forest green.

Alice In
Wonderland

Generate



Progress: 0.00%
Queue Length: 0
VRAM: 46.50% (3.65 / 8.00 GB)
Torch VRAM: 2.74 / 0.01 GB
Device Type: cuda
Device: cuda:0 NV104
GeForce RTX 3090 Ti
cudaMallocAsync
Python Version: 3.11.9
Embedded Python: True
10:38 04/12/24



End: 600
REnd: 600
Tempo: 120.0
T Sig: 4 4

TimeCode 00:00:05:15 316
Range Limit Loop Once



Interest 0.53
Calmness 0.41
Amusement 0.41

comp5





→ REJUVENATING FLIGHT OASIS

COMFORT IS KING





FLOW STATE



Tune your senses and focus to engage with heightened perceptions for even more thrilling performance

RELAX



A sensory scope to help you unwind and destress, go with the flow, or absorb entertainment with ease

FULL DIVE



Reset your senses and take a journey inward to recharge, energize, and calibrate yourself on a deep level

INSPIRE



Expand your mind to feel connected to the scenery and landscapes around you

VIBE



[Stationary only] Backseat full sensory shared experience. Immerse into your favorite music like never before with light, sound, and vibration

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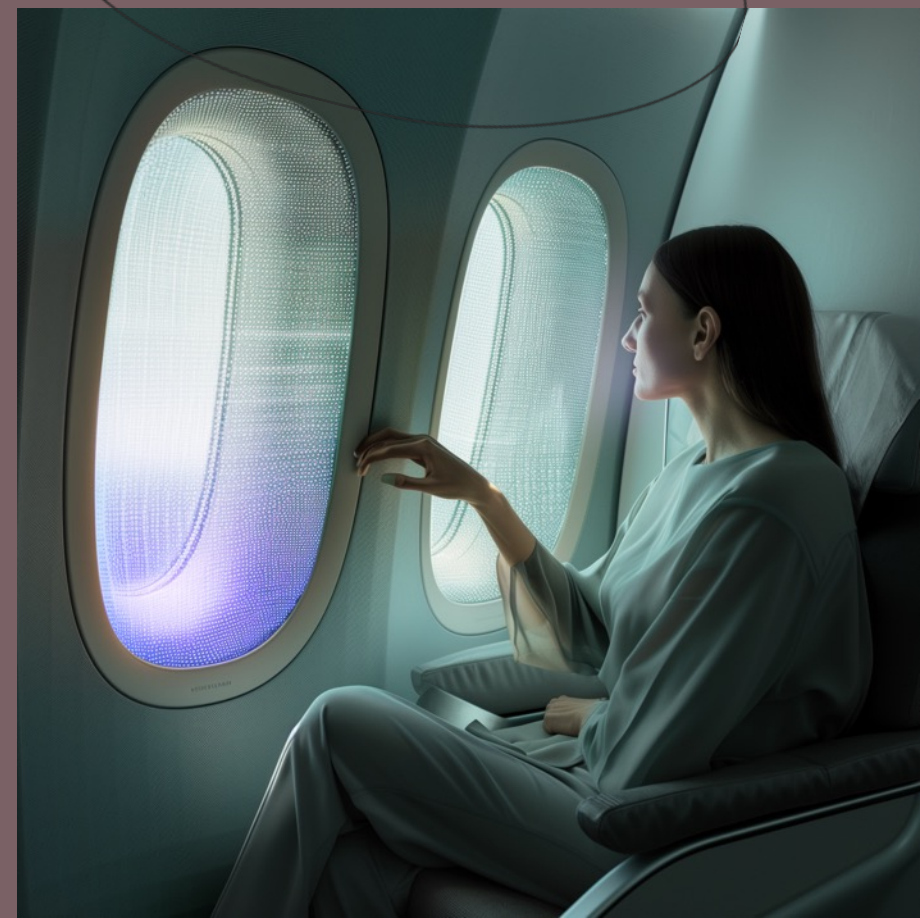
お湯を一杯ください

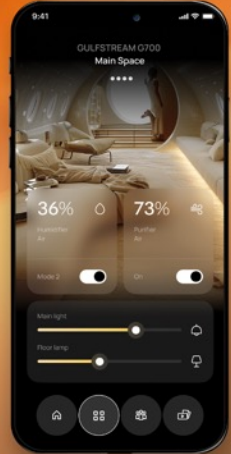


A cup of hot water, please.

ENABLING PASSENGER'S

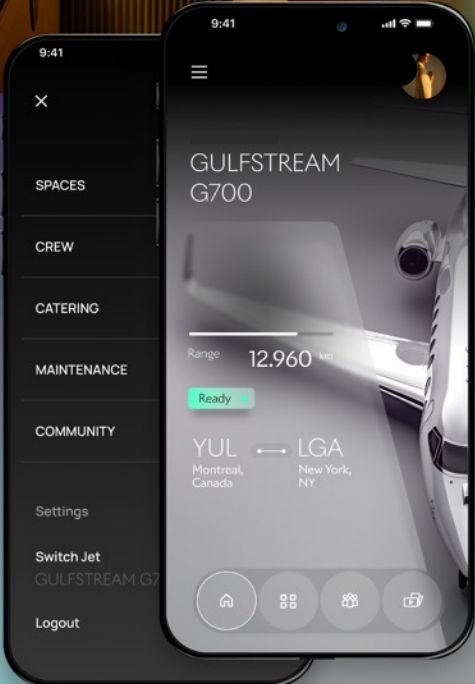
AUTONOMY



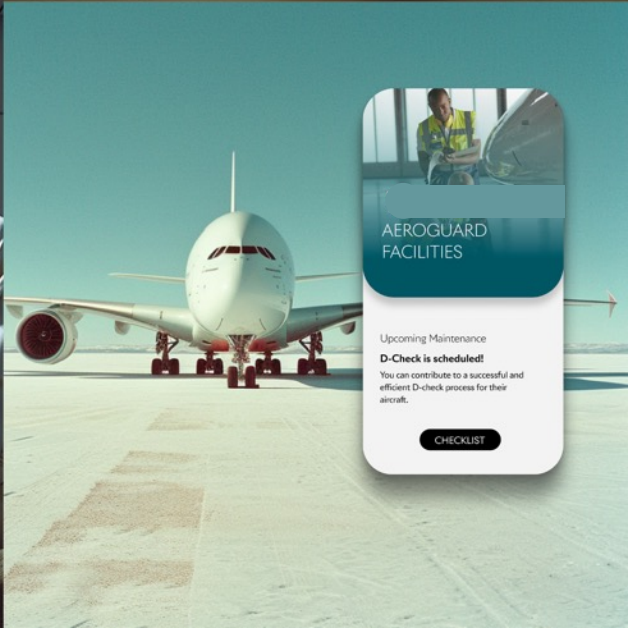


Hey team! Quick question about the in-flight dining. Can we get the meal service started a bit earlier? Guests are getting hungry.

Dear Mrs Elena! Absolutely, we can advance the meal service for you. What specific time would you prefer, and any particular preferences for the order?



OWNER
CREW
MANUFACTURER
SERVICE PROVIDERS





SUSTAINABILITY
MATTERS

ECO- CONSCIOUS

TRAVELING





THANK YOU

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WORKS**

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