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Design Theory

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As time goes on, the past continues to have an impact on modern design. Artists are able to draw connections to the past and create designs that stem from old ideas, but still be innovative. Overall, this leads to designs having more meaning, essence, and character. There is a process in which these designs go through, where inspiration is found in past concepts and the message a brand is trying to convey is understood. This concept can be seen within the BMW company. BMW as a brand, is heavily influenced by the Avant-Garde art movement, more specifically, the Futuristic movement.

Futurism originated in the early twentieth century in Italy launched by Filippo Tommaso Marinetti. It focuses on seizing the essence of progress, vast change, energy, and movement within the world and modern society. As described in Marc Schenker's, *Italian Futurism Design: History and Examples*, futurism holds "the perception of continuous movement". Art created during this time consists of many lines and geometric shapes that create a sense of movement. White, negative space and contrasting colors were also used during this era, creating a flow through space and time.

The Bayerische Motoren Werke or Bavarian Motor Works (BMW), is a German multinational company that dates back to 1917. It first started off as a company aiming to promote a new aircraft, lacking little to no brand identity. As time progressed, BMW came up with their first logo. Many thought that it was inspired by the rotation of a moving propeller. Fred Jakobs, Archive Director said, “For a long time, BMW made little effort to correct the myth that the BMW badge is a propeller.” Through the use of shapes and contrasting colors, they were able to generate a logo that was unique and innovative, branching off the ideas and concepts of futurism. Later, evolving and producing luxury vehicles allowed them to become a bigger and better brand. Overall, as a brand BMW aims to maintain a futuristic and relevant brand.

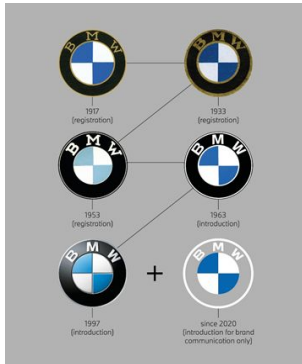
In 2000, with the help of Munich-based studio BECC Agency. They redesign the BMW logo to reflect its current brand message. “BMW became a relationship brand,” said Jens. To talk to its customers, inviting them to become a part of the BMW world. Thiemer also indicated that “our new brand design is geared to the challenges and opportunities of Digitization for brands.” The logo represents the vast change and flexibility of the company and what they have to offer. This dynamic representation of the technological future and movement is the epitome and incarnation of the futuristic movement. It is a signpost of what’s to come in the future of mobility. The various redesign of the logo depicts the change and evolution of BMW and their attempt to uphold their reputation of being advanced and ahead of its time.

Artists that dived into the futurist movement aimed to create work that was progressive and inspired people to think beyond the surface. This is what BMW’s brand is all about and aside from their logos, their vehicles support this idea. Both the futurists and the BMW company embraced the age of technology and chose to build off of the rapid changing industry. For example, the BMW i8 is a motor car inspired by Giacomo Balla’s 1909 work titled “Street

Light”. The i8 is a visual representation of that cutting-edge vibe incorporated within technology. Wearing a color splashes wrap which shows the motion and the speed of the car. It is a play to enhance the design and optical qualities of the car itself.

The BMW i8 is the best example of creativity and design coming together to produce a futuristic technology based creation. It directly relates to the ideation behind Futurism. The BMW i8 is unique. It’s great features including carbon fiber tub, electric motors, butterfly doors, exudes excitement. Leather upholstery, a head-up display, heated front seats, a Harman/Kardon sound system, and Apple CarPlay integration justify just how innovative the BMW company is and how successful they are in staying relevant. The BMW i8 is so advanced and provides an unique experience for drivers.

The BMW company is a prime example of how past concepts and ideas within design have a long last impact on modern design. Since its origins, BMW aimed to create a brand that revolved around technology and the future. Futurism is based on movement, this concept is the main component of design within the BMW company. Through its logo and vehicles, movement and the advancement of technology is a dominant aspect of the company. It goes to show, any design can be original yet be centered around ideas and impactful movements that have been around.



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