

Tiana Twist

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Design Theory

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First Paper

All designs throughout the ages have stemmed and branched from the past. Connecting with its old roots and combining with new ideas to create something anew. Today we see that many designers are inspired by the past and the evolution it went through. Thus, making design has more meaning, essence, and character. We can see that every design made today had some underlying thought process and influence to make an image that depicts a given brand.

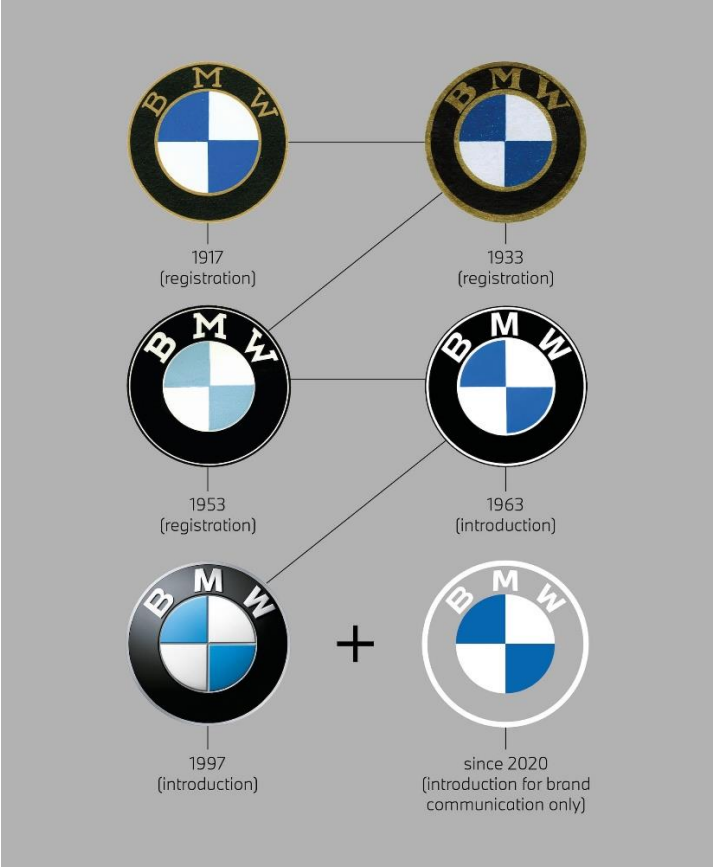
Consequently, I choose to focus on how the Avant-Garde art movement, more specifically, the Futuristic movement influenced and impacted the formation of the BMW logo. Futurism originated in the early twentieth century in Italy launched by Filippo Tommaso Marinetti. It focuses on seizing the essence of progress, vast change, energy, and movement of modern society and the world. Marc Schenker, *Italian Futurism Design: History and Examples* states that futurism holds “the perception of continuous movement”. While using a lot of white or negative space, very minimalistic and heavy color contrast. Even so, the creation of the BMW logo is an exact representation of these characteristics and traits. The Bayerische Motoren Werke or Bavarian Motor Works (BMW) is a German multinational company that produces luxury vehicles and motorcycles. The company dates back from 1917 consisting of with no company logo or brand identity. In the months to come, the young company made its first logo using the inverse Bavarian colors of white and blue to form the badge of the logo. At that time, it was a company trying to promote a new aircraft. Consequently, many believed that the base of the logo designed was to depict the movement of a propeller. Or, it was a simple checkered design. Fred

Jakobs, Archive Director said, “For a long time, BMW made little effort to correct the myth that the BMW badge is a propeller.” They just piggyback on this and went with the flow. With the idea of using a spinning propeller to generate the logo. This idea was based and the embodiment of the BMW logo.

Throughout the ages, the logo got redesigned and reworked. To enhance the mobility, speed, and driving pleasure in the future to come. 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 visionary 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 then branching off from old design patterns with new design ways. To create an abstract version of the mechanics, speed, and machinery. When you look at the BMW logo, the first thought that comes to mind is four quadrants, two filled with blue and two filled with white. However, if you focus long enough and let your eyes roam freely from quadrant to quadrant. It creates the optical illusion of movement making it look like a propeller moving. Schenker expresses that “objects weren’t considered distinct or separate from others” instead it “carve a unique path for their movement”. One might see all shapes divided, but it’s the exact opposite. If you look beyond the surface, it reveals the given path of a circular motion without making it noticeable. With the use of lines, it creates a visual path forcing and guiding the eyes into a directional thrust of an object through space. With a perfect balance between white and negative

space and that touch of minimalism and abstractness. It opens the mind to the various possibilities, ideas, and future to come. That the company will showcase. Thus, creating a captivating look today.

One can say that the BMW logo is that futuristic-feeling with its geometric shapes, angles, and symmetry to communicate that it's ahead of time. They are thinking beyond what is present and given to them, just like what the futurist did. Both the futurists, and the BMW company embraced the age of technology and incorporate it not only in the logo itself; but, also in its cars too. 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 with technology. Wearing a color splashes wrap which shows the motion and the speed of how the car is. It is a play to enhance the design and optical qualities of the car itself. BMW is an automobile company that aims to stay futuristic and to maintain staying as a relevant brand. They seek to have their customers to be taken to the next level.



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