

FUTURE & FORESIGHT X

DESIGNWORKS LA



DESIGN WORKS

A BMW Group Company

NOW



FUTURE

**DESIGNWORKS IS THE
CREATIVE OUTSIDE-IN
ENGINE OF BMW GROUP.**

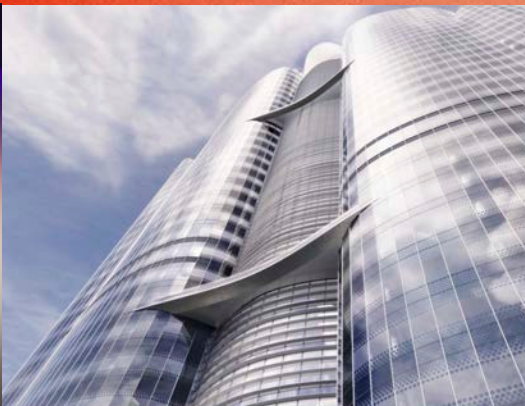


CREATIVE DIVERSITY

LEARNING FROM ONE-ANOTHER



AVIATION



ARCHITECTURE



ADVANCED CO-CREATION



SCOUTING &
PRE-DEVELOPMENT



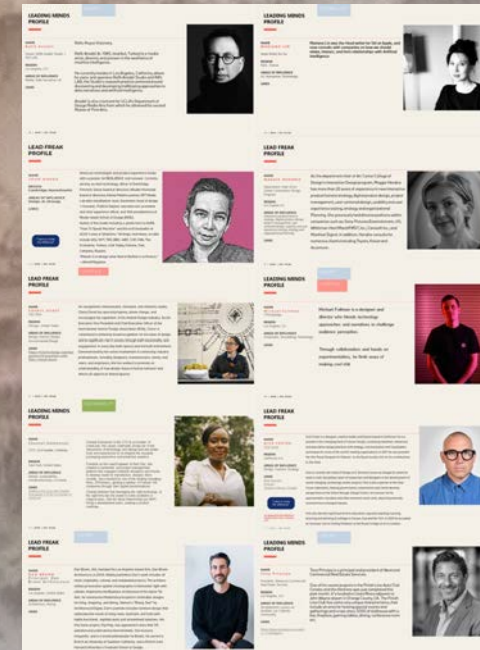
MARKET PERSPECTIVE
& TRENDS

WE ARE THE PIONEERS OF PROGRESS

DRIVING IMPACT THROUGH
DESIGN & DISRUPTION

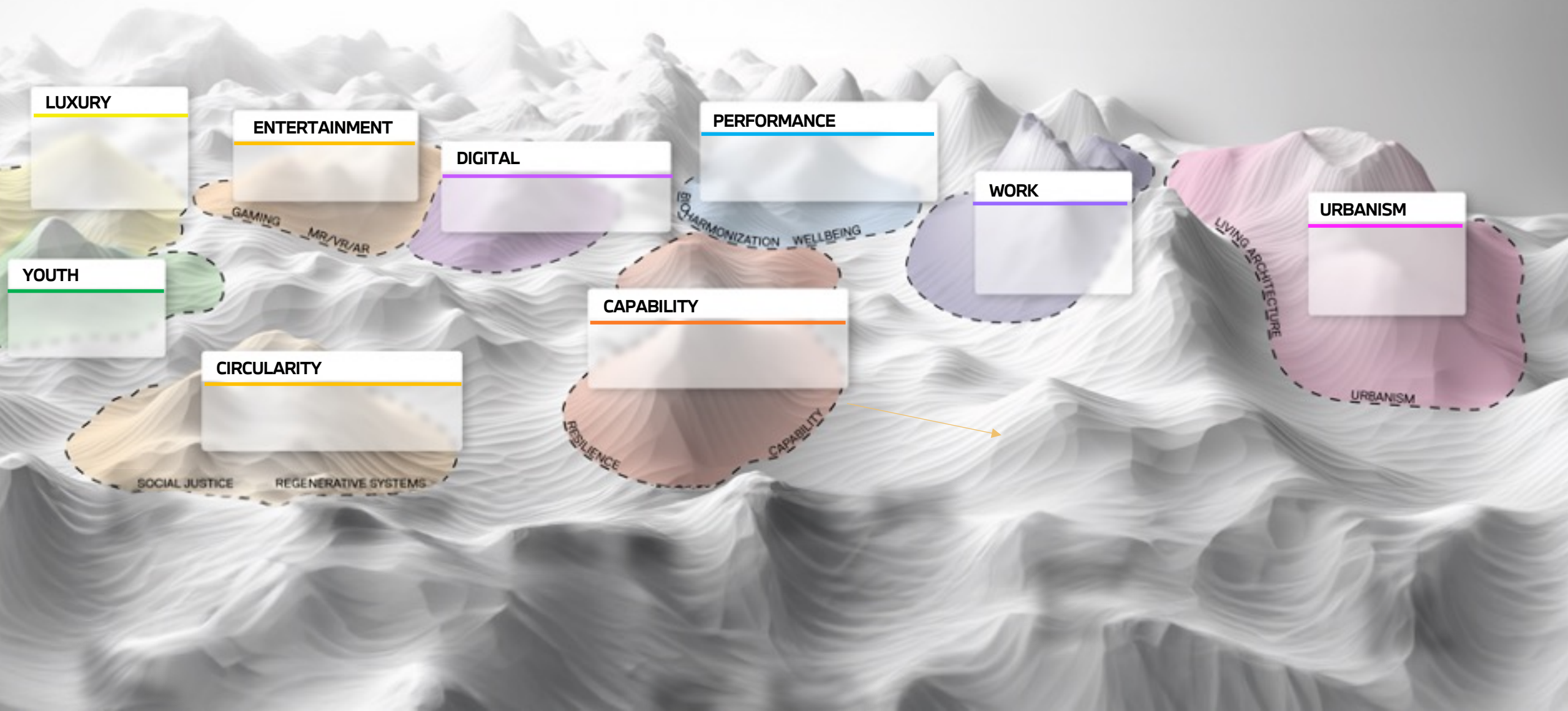


**WE ARE FLUID COLLABORATORS
WITH DIVERSE BACKGROUNDS.**



OUR UNIQUE MINDSET.

- + ENDLESSLY CURIOUS
- + HOLISTIC THINKING
- + HUMAN CENTERED
- + FIERCELY OPINIONATED



DESIGNWORKS

DISCIPLINE COLLABORATION TOOLS



/ EXPERIENCE DESIGN



/ WORLD BUILDING



/ VISION DESIGN

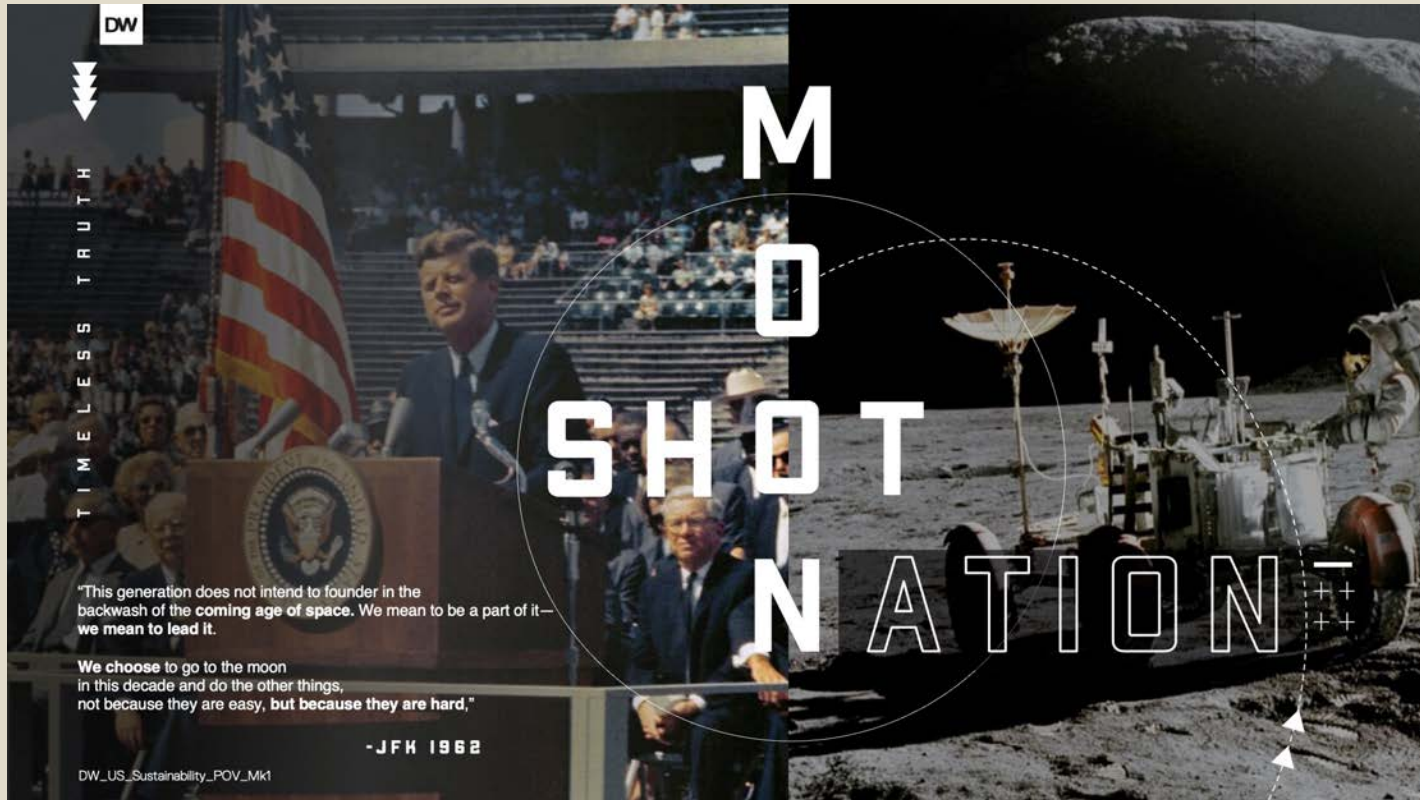


/ SUSTAINABILITY LAB

**WE CO-CREATE BUT WE
LEAD WITH AN OPINION.**

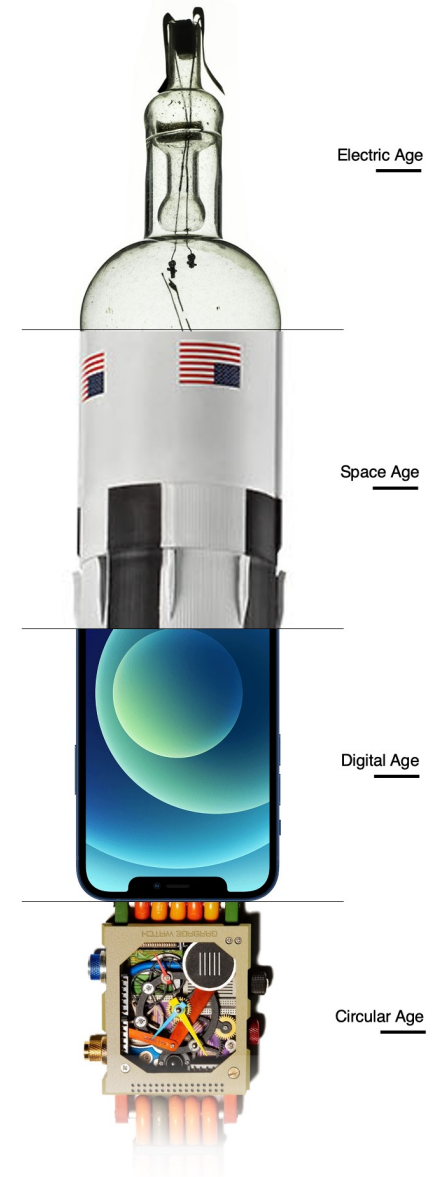
WE **CO-CREATE** BUT WE
LEAD WITH AN OPINION.





SUSTAINABILITY IS THE NEXT U.S. FRONTIER

Because of our risk-taking and boldness, we end up leading the movements and creating the biggest leaps and bounds that propel humanity forward.



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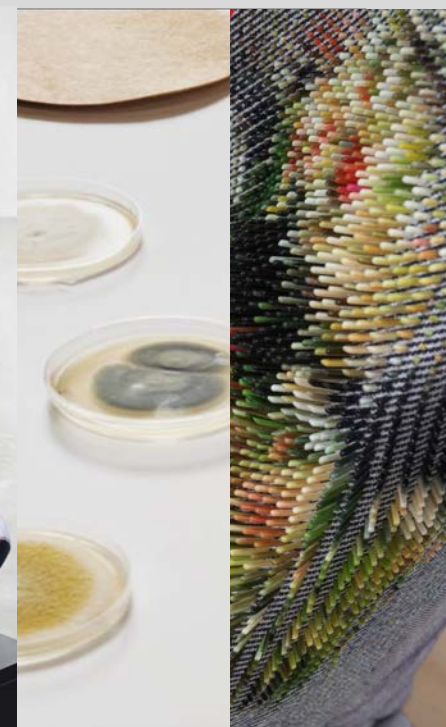
WE BOLDLY DO NEW, WE LEAP BEFORE WE LOOK
WE NAIVELY THINK THAT WE CAN ACHIEVE ANYTHING
QUITE LITERALLY, WE HAVE

THE IMPOSSIBLE... FOR LUNCH

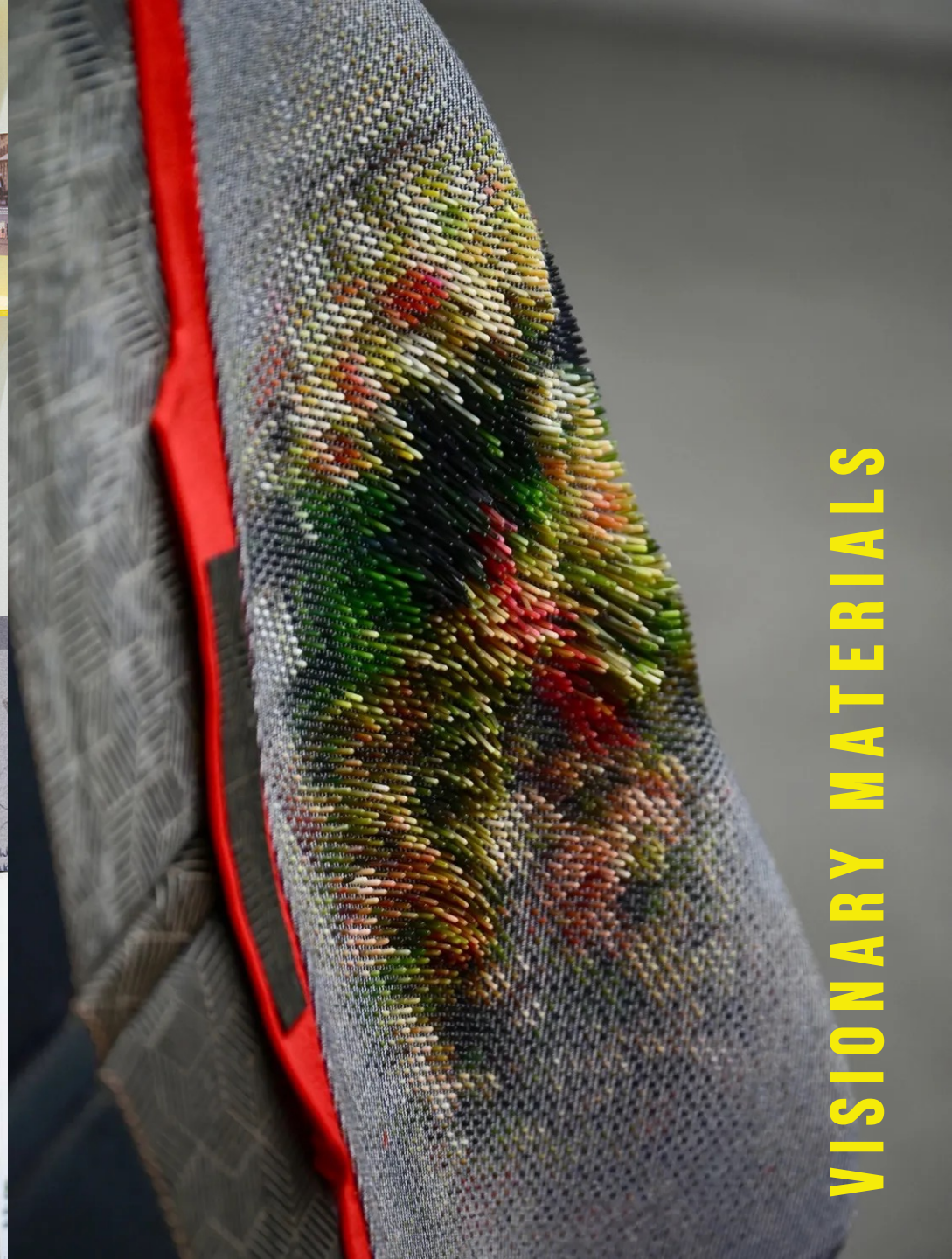
IMPOSSIBLE MEATS

U.S. Company founded on the idea that plant alternatives to meat can be satisfying and Good for the planet, through cutting edge innovation and science. Looks like, cooks like, smells like, tastes like beef but magnitudes less water used and Co2 emitted. End of the day to the consumer, it's freaking delicious.

“ INFINITE LOOP ”



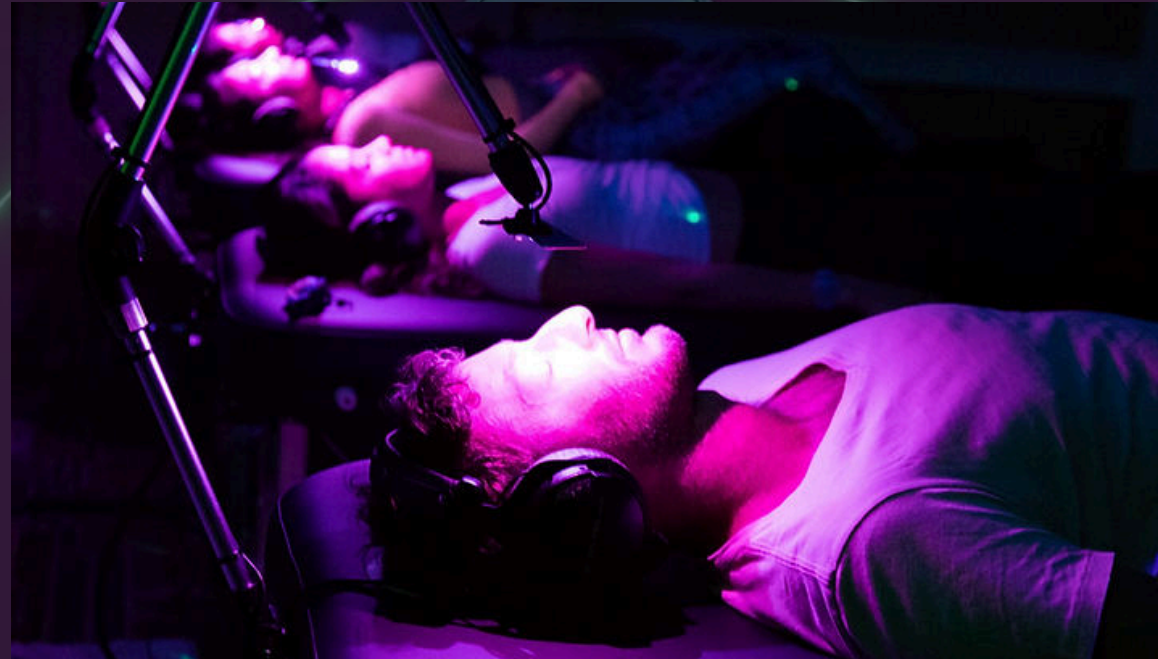
“ GROWN INNOVATION ”



NEW PERFORMANCE ENHANCEMENT

Designworks collaborated with a leading digital wellness agency, who own the patent and software pushing the boundaries of individual performance.

Using unique algorithms, combining light, sound, and vibration, users are able to tune their body and brain to improve themselves.



DESIGN
WORKS

x



REALITY CENTER MGMT

WELLBEING

BIO PERFORMANCE

VEHICLE TUNES THE HUMAN EXPERIENCE SEATS

IPA modes provide a curated experience that combines optimal frequencies of vibrations, modulations, sound, and light. It affects every cell of the user's body, activating the brainwaves by stimulating the senses to enter the desired state: inspired, focused, relaxed, or energized.

Modes for driver are experienced stationary unless future autonomous level 4.



Light arm lowers
to driver eye level

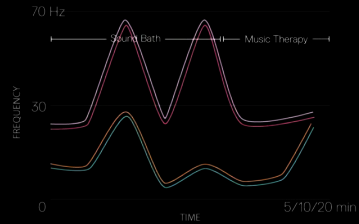
Driver wears
headphones

Multi-sensory
experience begins

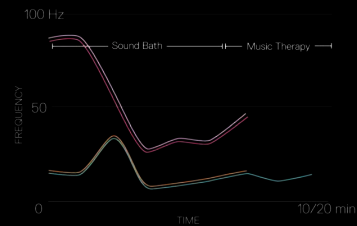
Driver is tuned for
desired outcome



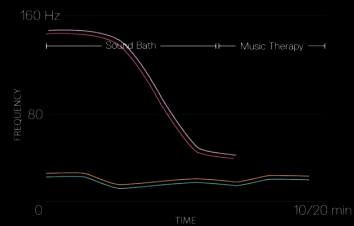
FLOW STATE // SPORT MODE



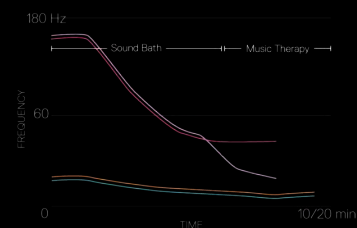
FULL DIVE // COMFORT MODE



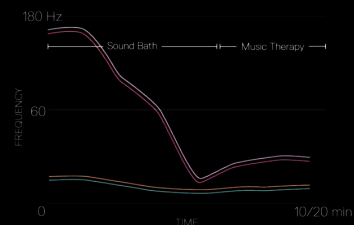
INSPIRE // EXPRESSIVE MODE



RELAX // RELAX MODE



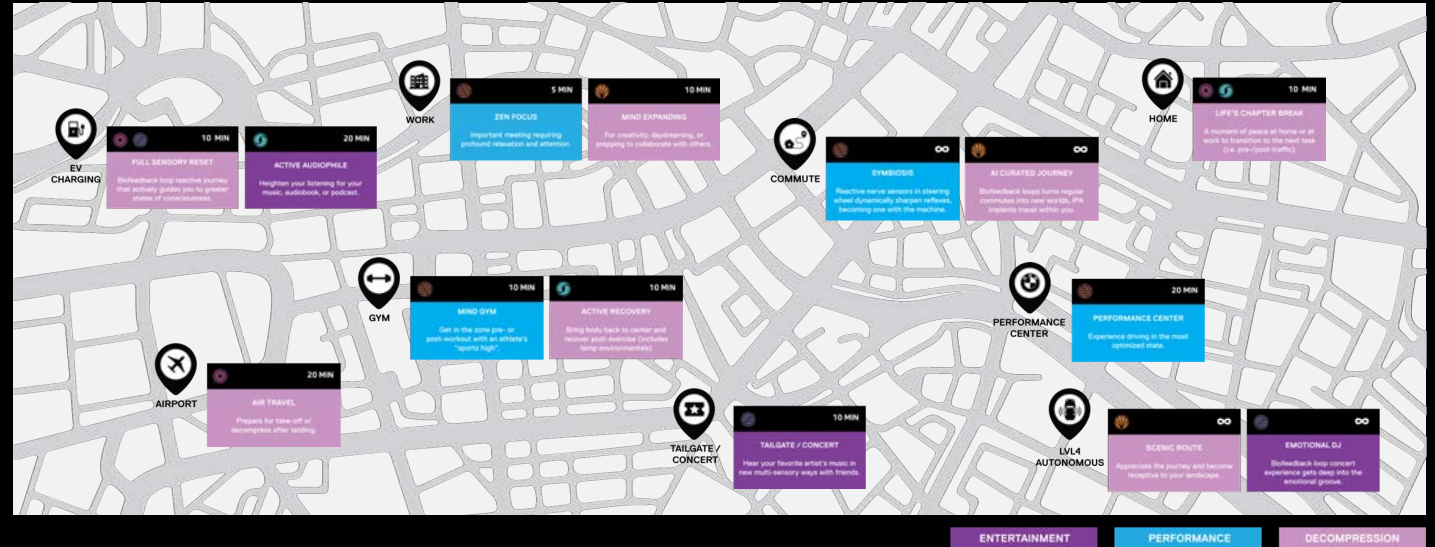
VIBE // ART MODE



Brainwave states (frequency ranges in Hz):

Epsilon	0.1 - 0.5	Deep meditation
Delta	0.5 - 3.5	Stage 3 NREM sleep
Theta	3.5 - 7.5	Dream / Lucid dream
Alpha	7.5 - 12.5	Relaxation
Beta	12.5 - 37	Waking consciousness
Gamma	37 - 90	Memory and Focus
Zeta/Lambda	90 - 200	"Runner's high"

— Vibration — Modulation — Sound — Light



CO-CREATING WITH AI TOOLS

@ DW LA



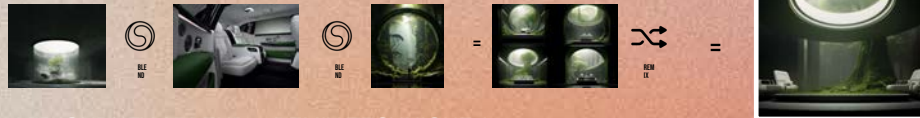
HYEIN AHN
AUTO DESIGNER



MIDJOURNEY / BLEND TECHNIQUE / SKETCH
STYLE



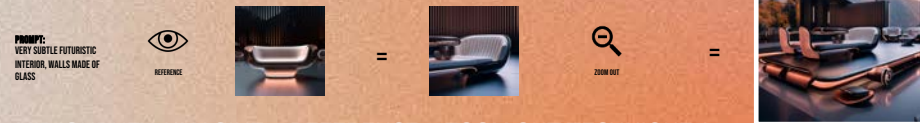
STEVE PACHECO
UI/UX DESIGNER



MIDJOURNEY / BLEND + REMIX TECHNIQUE /
CINEMATIC STYLE



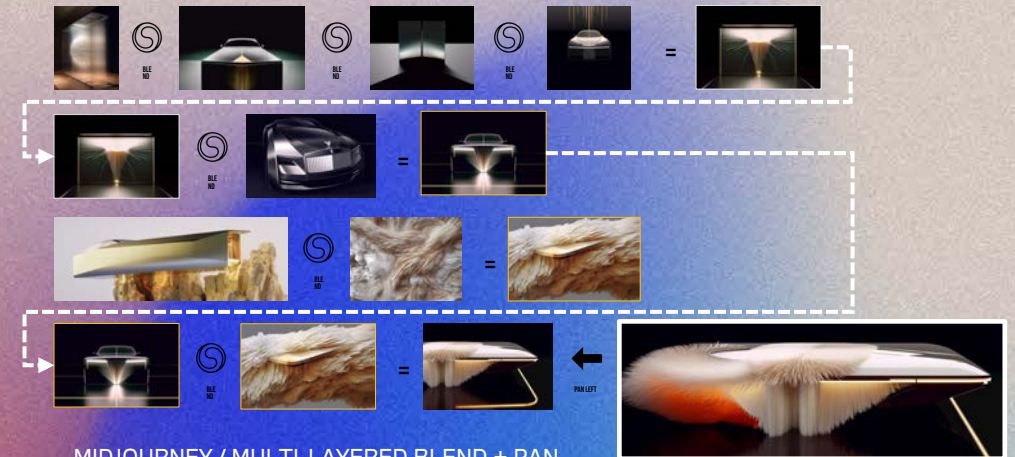
MICHAEL DE-BONO
DESIGN STRATEGIST



MIDJOURNEY / IMAGINE + REFERENCE + ZOOM OUT TECHNIQUE /
REALISTIC 3D RENDERING STYLE



JIAWEI XU
DESIGN STRATEGIST



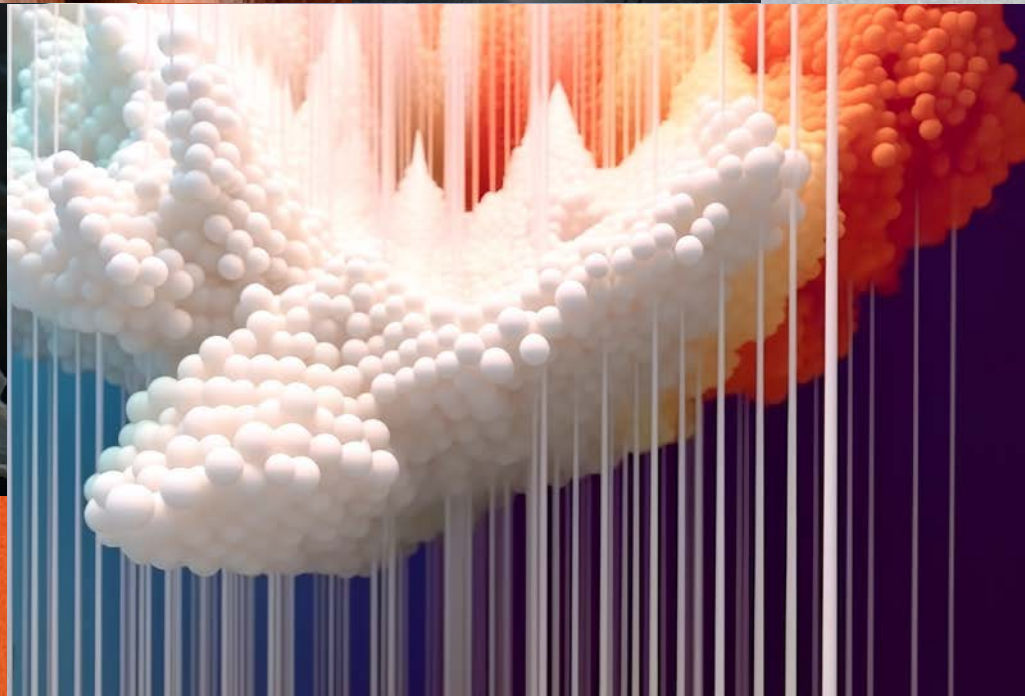
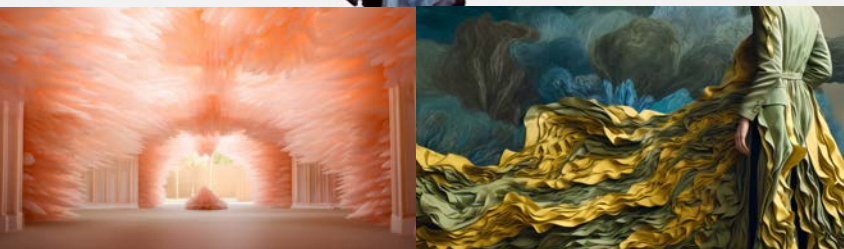
MIDJOURNEY / MULTI-LAYERED BLEND + PAN
TECHNIQUE / REALISTIC 3D RENDERING STYLE



ANDREW KIM
UI/UX DESIGNER



STABLE DIFFUSION / LOCALLY TRAINED STYLE MODEL / PHYGITAL
3D RENDERING STYLE





THIS IS
BRAIN CRAFT.

WE'RE NOT JUST A TEAM OR PRACTICE
WE'RE ONE VOICE.

CREATING THE FUTURE.

**LET'S DESIGN THE
FUTURE, TOGETHER**