

# BMW Welt Tourraum

Munich, Germany

## High-tech seats for BMW's 21st century building

The shape and structure of the BMW Welt are undoubtedly one of its main attractions. But so is the concept behind them: a building at the service of communication between company and customers. BMW's characteristic transparency, efficiency and functionality are made into a building by the architectural studio Coop Himmelb(l)au.

### Technical specifications:

**Name:** BMW Welt Tourraum

**Location:** Munich, Germany

**Year of development:** 2013

**Architecture:** Coop Himmelb(l)au

**Venue:** Corporate

**Total Area:** 25.000m<sup>2</sup>

**Owner:** BMW

**Capacity:** 34 places

**Product:** Sensó 13113



The 16,000 m<sup>2</sup> of this complex is dedicated to showcasing the exclusivity of the brand in every detail. A unique feature is the steel and glass roof that seems to float, supported by only 12 columns. Formed by a grid of 5x5 cells, the roof culminates in a double glass cone, the most emblematic part of the building. If 4,000 tonnes of steel were used to build the BMW Welt, ¼ tonne of steel was used to build the Double Cone, which is 28 metres high.





## Challenges and solutions

Inside, each room has a specific purpose. For the viewing room where the production process of each vehicle is viewed before it is collected by its owner, the client required extremely comfortable and durable seating, given the high volume of people who visit this facility each year. At the same time, it had to be a room with an image in keeping with the rest of the building, conveying modernity and technology.

## Model supplied

In the process of selecting the right seat for this space, the client, after evaluating different options, decided on the Sensó 13113 model. This is one of the most unique seats in the Figueras catalogue. Its lines are sinuous and the backrest is very comfortable for the user.

Undoubtedly, the production process of this model, which is very similar to that of car seats, was an important factor in its selection. This system, called Semi-Integral Form, consists of a compact block of cold-moulded polyurethane foam completely covering a metal structure, which in turn consists of a curved tube frame, a grid of flat springs and pivot pins for rotating.

The elegance that BMW conveys was transferred to the seat by means of black leather upholstery for the body and pearl grey for the sides. The brand's provocative attitude is evident in the placement of a single red leather seat in the middle of the rest.

