

INTERNA FURNISHES BMW WORLD

INTERNA HAS BEEN AWARDED THE CONTRACT TO COMPLETELY FURNISH THE FUTURISTIC BMW WORLD IN MUNICH.



Interna will have the leading role in furnishing the futuristic BMW World (www.bmw-welt.com), an extraordinary building which is the result of a futuristic architectural project and which has a distinctive wave-like roof structure in glass and steel covering an area of 14 thousand square metres (the entire area of St. Mark's Square). Interna has won, in an international competition, the contract for the turnkey supply of all furnishings for the four main areas of the building: the bistro, international restaurant, coffee bar and business club.

Some of the more experienced competitors were put off entering the competition by the difficulty of the project, in particular the challenge of working within the complex architectural structure, the short time available to complete the project (the inauguration of BMW World is planned for next summer) and the extremely high quality of specialised furnishings required. Interna beat rival companies, including German ones, not so much because of its competitive bid but due to its excellent credentials (Interna Contract has carried out similar projects in Germany for Daimler Chrysler, Volkswagen and Siemens), the high quality of its products and its own technical and managerial expertise.

BMW World is located in the area of the city adjacent to the Olympic Stadium where the headquarters of BMW and the BMW museum are already located. The 'leisure' areas (exhibition hall, restaurants, shops, auditorium forum and more) will be part of the same complex as the museum and the BMW factory, both already open to the public, and will be linked by a series of suspension bridges.



Eight hundred and fifty thousand visitors a year are expected at BMW World where they will have the opportunity to immerse themselves in the world of the automobile. BMW clients will also be able to collect the cars they have ordered directly from the factory instead of waiting for them in dealerships.

The architects behind BMW World are the prestigious Viennese firm Coop Himmelb(l)au. Their design makes great use of light, airiness and dynamism in an enormous wave-like, slightly concave structure which resembles a cloudy sky. Supported on 12 individual pillars, it is a real challenge to the laws of physics. The well-known Anglo-Dutch firm FG Stijl will be doing the interior design. This firm has won numerous prizes for their designs including "Best New Design Hotel 2005" for the College Hotel in Amsterdam, which was completely furnished by Interna Contract.

When the contract was signed Mr. Albrecht Proebst, BMW Projektleiter (Project Leader) said, "We are very pleased to have Interna Contract as our partners in this prestigious project because we are familiar with the work they have done throughout the world and we are certain that they will be able to deliver the results we expect". Interna can now add BMW to an already long list of prestigious, international clients which include, as well as the aforementioned car manufacturers and multinationals, fashion giants such as Cartier and Vuitton, exclusive hotel chains such as the Four Seasons, Ritz Carlton, Hyatt International, and shipbuilders of the calibre of Sete Yachts and Ferretti Yachts.

