

SPOTLIGHT ON INNOVATION

THE ROAD AHEAD IS UNDISCOVERED. THE DESTINATION YET TO BE DECIDED. ALL THAT MATTERS IS NOT WHEN YOU GET THERE, BUT HOW YOU TRAVEL. WITH THE CUTTING EDGE AS YOUR GUIDE, ANYTHING CAN HAPPEN. ON THE FOLLOWING PAGES, BMW SALUTES INDIVIDUALS WHO ARE DRIVING THE CONVERSATION FORWARD—THOSE WHO EMBODY THE SPIRIT OF INNOVATION AND, THROUGH THEIR JOURNEY ACROSS THE CULTURE, INSPIRE AND LEAD US INTO THE FUTURE.



The Ultimate
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ENVIRONMENT



FAR LEFT: SENDING A MESSAGE FROM THE GERLACH STRAIT IN ANTARCTICA.

BELOW: SEBASTIAN COPELAND AT WESTWARD BEACH IN MALIBU, CALIFORNIA.

WORDS TO LIVE BY:

"Perseverance and persistence. When you're dropped into an environment that is antagonistic to your survival, where rescue is uncertain, there is no quitting. The only reliant forces you can count on are your spirit and your character. And that's a great lesson to bring back into the world."



Not many people in this world specialize in polar travel. Yet Sebastian Copeland—photographer, explorer, environmental advocate, and documentary filmmaker of *Into the Cold* (intothecold.org)—is an adventurer of that ilk by trade. He went on his first safari at age 12 and never looked back. His journeys through environs beautiful and treacherous have taken him to Greenland and the North Pole. This fall, he will trek 3,000 miles, unsupported, across Antarctica.

SEBASTIAN COPELAND

IN THE CONVERSATION Q+A: "Through the prism of my camera, I bring back images from distant places that people can relate to. It helps people fall in love with their world." **A:** "I think, in the clattering of modern society, it's become a fading commodity to just observe and listen, and so the time I spend in the wild is about absorbing as much as I can from nature." **A:** "I think today's innovators are those who can cut through the clutter, strike a tone, and address a principle that resonates inside of people and reaches into their hearts." **A:** "Our generation has been conditioned to rely on too much waste to be 'sustainable.' But the kids today are being educated early on to understand that we're leaving an imprint on this planet that, at the rate we're going, *won't* be sustainable."

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