

you

**BMW
GROUP**

THE NEXT
100 YEARS



Rolls-Royce
Motor Cars Limited

Modern and Contemporary Art	6
Classical Music and Jazz	60
Architecture and Design	82
Culture within the Company	96

CONTENTS



YOU ARE AN INTEGRAL PART OF OUR CULTURAL COMMITMENT.

Personality makes a person. People's personalities develop and change. Especially in times of great societal change, the values of each individual continue to serve as a guideline for their actions. Corporate citizenship is precisely that: it acts as the guiding principle of a company's value system. What can we return to the society which enables our business success? This question ought to be less about backing fast-paced and short-lived events but rather refer to building long-term, sustainable partnerships. This is why we feel that our cultural commitment is not about mere budgetary transactions as seen in traditional sponsorship, but rather about collaborative interactions based on curiosity, a shared interest and mutual appreciation.

For almost five decades, the BMW Group has been supporting hundreds of cultural initiatives worldwide. We offer our know-how and network as well as our desire for open exchange and intercultural dialogue. We never limit creative freedom, as this is just as essential for the innovative work and research of our engineers and designers as it is vital for artists and musicians. Together, we explore new paths in the fields of technology and digitalisation. We reflect both these elements in our new projects – as partners of the New York-based platform Artsy, as founder of the Art/Tech Grant offered together with the Garage Museum of Contemporary Art in Moscow or as exclusive partner of the social media activities of the opera house Staatsoper Unter den Linden in Berlin.

With this publication, we offer you a global overview of our cultural activities. Creating something meaningful together is the only way to gain new insights.

We look forward to welcoming YOU to our world of culture.

BMW Art Cars • BMW Tate Live Exhibition
Preis der Nationalgalerie für junge Kunst und Filmkunst
Gerhard Richter • Art Fairs and Bienniales
BMW Art Guide by Independent Collectors • Theatre Partnerships
BMW Art Journey • Garage/BMW: Art/Tech Grant
BMW Open Work by Frieze • Artsy
Premio di Pintura • Photography in Focus at BMW • More Art
Rolls-Royce Art Programme • Artist Cooperations
BMW Commitment to Film • Hollywood Film Involvement
Coachella Valley Music and Arts Festival
Further Support of Museums





BMW Art Car #19
John Baldessari, 2016



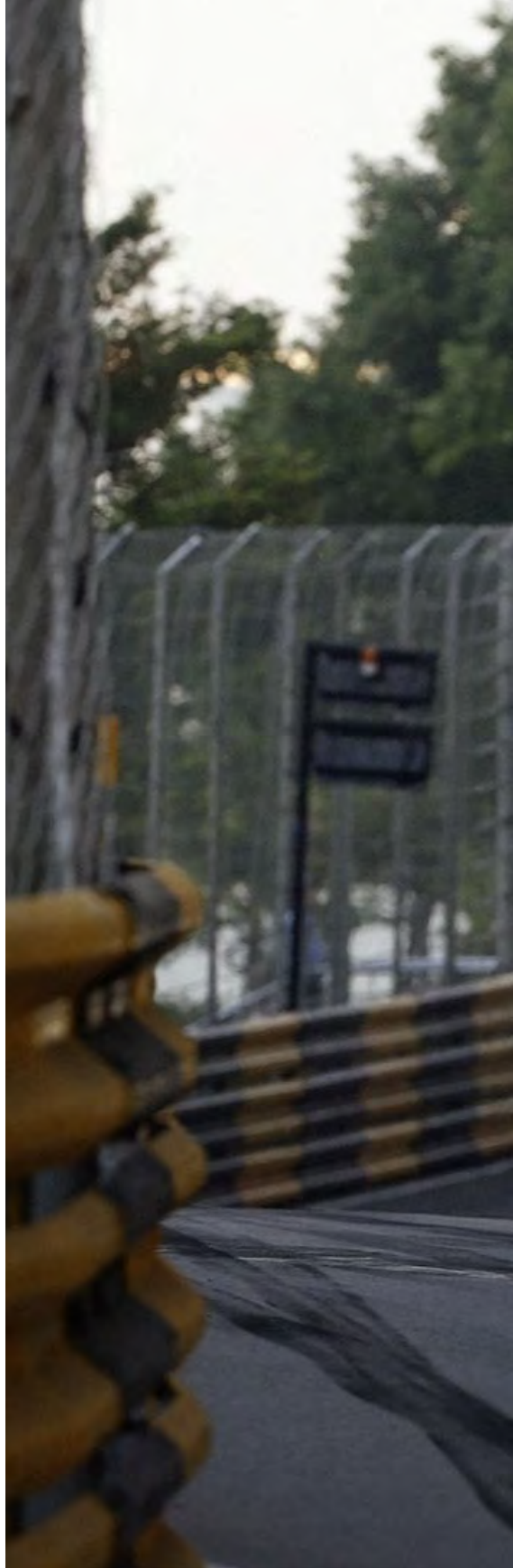
MODERN AND CONTEMPORARY ART

“I also thought it would be nice if women could participate in motorsports in some fashion other than standing around in bikinis.”

Jenny Holzer about her BMW Art Car, 1999

BMW ART CARS.

The idea of French race driver and art lover Hervé Poulain and BMW Motorsport Director Jochen Neerpasch. A unique combination at the crossroads of fine arts, design and cutting-edge technology. Fascinating international audiences. Since 1975. The “BMW Art Cars” publication is available in different languages and editions.





BMW Art Car #18
Cao Fei, 2017



Alexander Calder, BMW 3.0 CSL, 1975

Frank Stella, BMW 3.0 CSL, 1976

Roy Lichtenstein, BMW 320i, 1977

Andy Warhol, BMW M1, 1979

Ernst Fuchs, BMW 635 CSi, 1982

Robert Rauschenberg, BMW 635 CSi, 1986

Michael Jagamara Nelson, BMW M3, 1989

Ken Done, BMW M3, 1989

Matazo Kayama, BMW 535i, 1990

Cesar Manrique, BMW 730i, 1990

A.R. Penck, BMW Z1, 1991

Esther Mahlangu, BMW 525i, 1991

Sandro Chia, BMW M3 GTR, 1992

David Hockney, BMW 850 CSi, 1995

Jenny Holzer, BMW V12 LMR, 1999

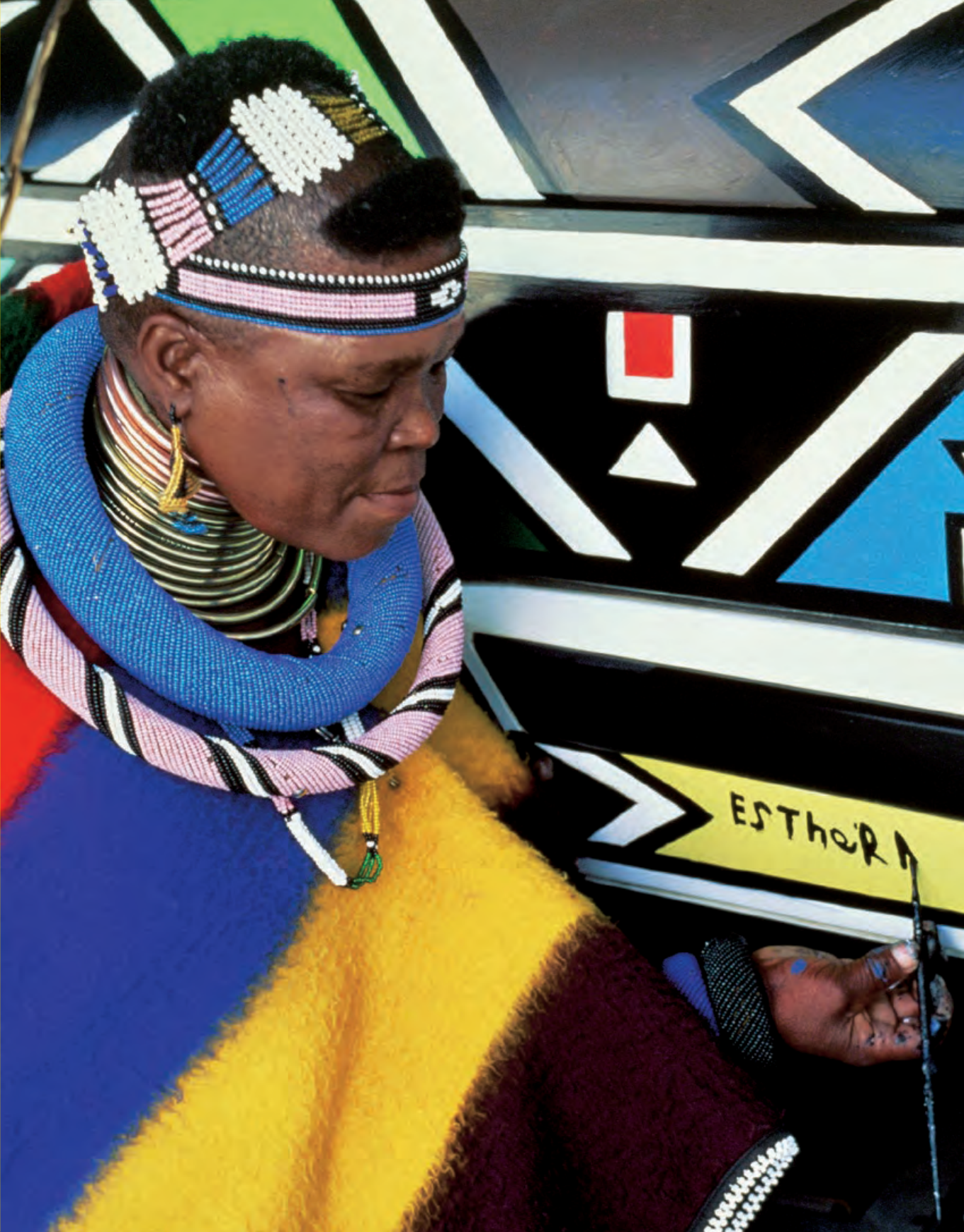
Olafur Eliasson, BMW H₂R, 2007

Jeff Koons, BMW M3 GT2, 2010

John Baldessari, BMW M6 GTLM, 2016

Cao Fei, BMW M6 GT3, 2017

BMW Art Car #12
Esther Mahlangu, 1991



ESTHER

BMW TATE LIVE EXHIBITION.

BMW Tate Live Exhibition. Bringing live and performance art to the heart of Tate Modern in the Tanks and beyond. With artists such as Fujiko Nakaya and Joan Jonas.





BMW Tate Live Exhibition 2017: Ten Days Six Nights
Fujiko Nakaya

BMW Tate Live Exhibition 2018: Ten Days Six Nights
Joan Jonas

PREIS DER NATIONALGALERIE.

FÖRDERPREIS FÜR FILMKUNST.

Awarded since 2000 by the Freunde der Nationalgalerie e.V., with BMW as a partner since 2006, well established in the contemporary art scene. Förderpreis für Filmkunst introduced in 2011.



**“Preis der Nationalgalerie is one
of the world’s most prestigious
museum awards.”**

Udo Kittelmann, Director National Gallery, Berlin

GERHARD RICHTER

RED, YELLOW, BLUE.





Three large-format monochrome paintings created by Gerhard Richter. Painted for the foyer of the BMW Group headquarters in Munich, which opened in 1973. 3 x 6 meters. Commissioned by Eberhard von Kuenheim, Chairman of the Board of Management of BMW AG from 1970 to 1993.



Art Basel **Basel, Switzerland**
Art Basel **Miami Beach, USA**
Art Basel **Hong Kong, China**
Art **Dubai, United Arab Emirates**
Bangkok International Art Biennale, **Thailand**
Berlin Biennale, **Germany**
BRAFA Art Fair **Brussels, Belgium**
Clubovka, **Slowakia**
Contemporary **Istanbul, Turkey**
FNB Joburg Art Fair **Johannesburg, South Africa**
Frieze Art Fair **London, England**
Frieze **Los Angeles, USA**
Frieze Masters **London, England**
Frieze **New York, USA**
Gallery Weekend **Berlin, Germany**
India Art Fair **New-Delhi, India**
Kochi-Muziris Biennale, **India**
La Milaneseiana, **Italy**
Quadriennale d'arte **Rome, Italy**
Salone del Mobile, **Milan, Italy**
Triennale di **Milano, Italy**
TEFAF **Maastricht, Netherlands**

ART FAIRS AND BIENNALES.



BMW ART GUIDE BY INDEPENDENT COLLECTORS.

Independent Collectors. The world's first online community of art collectors. More than 2,500 members from 193 cities. BMW as global partner. Joint publication of the BMW Art Guide. Provides access to more than 271 of the most important private collections from over 45 countries. "Art Guide Films", curated by Francesca Gavin along with social media influencers and art advocates to embark on a journey to a selected few of the exquisite collections.

"BMW Art Guide by Independent Collectors"

[INDEX](#)
[WHO WE ARE](#)
[ABOUT THE GUIDE](#)
[The Newsletter](#)

[ALL](#)
[COLLECTORS](#)
[COLLECTIONS](#)
[GALLERIES](#)
[INSIGHTS](#)
[LIBRARY](#)
[CITIES](#)
[SHORTIES](#)
[BEHIND THE SCENES](#)
[SPOTLIGHTS](#)
[SEARCH](#)



Fondazione Sandretto Re Rebaudengo – Turin, Italy

Around the World in 250 Collections

In this brand-new video series, writer and curator [Francesca Gavin](#) and art advocate [Pari Ehsan](#) take you on a journey to some of the world's most exciting private yet publicly accessible collections of contemporary art.

With no destination too far, Gavin and Ehsan jumped behind the wheel of the BMW 7 Series and went on one epic road trip to discover contemporary art in hidden places – from pulsating city centres to the tranquil provinces. First on their road trip was the Turin-based collection [Fondazione Sandretto Re Rebaudengo](#).

Located in the region of Piedmont, the Foundation was established in 1995 by Italian grande dame of contemporary collecting, [Patricia Sandretto Re Rebaudengo](#). Since the 1990s, Re Rebaudengo has prided herself on recognizing early on the talent of artists who later went on to achieve international acclaim, such as [Doug Aitken](#) and [Taubman Auerbach](#) for example. Today, the Foundation is dedicated to supporting and promoting the work of young artists, with organising thematic exhibitions as well as showing works from the collection.

Join [Francesca Gavin](#) and [Pari Ehsan](#) on their discovery as they explore the region of Piedmont and the [Fondazione Sandretto Re Rebaudengo](#).

[MORE INFORMATION ON FONDAZIONE SANDRETTO RE REBAUDENGO](#)



The fifth "BMW Art Guide by Independent Collectors"

**THEATRE
PARTNERSHIPS.**

Sharon Eyal Gai Behar LEV, "OCD LOVE"
DANCE 2018



**“Even after 40 years, the work of this
oldest public-private partnership
promoting international cultural
activities is still exemplary.”**

Anton Biebl, Director of Munich's Municipal Department
of Arts and Culture and chairman of Spielmotor München e.V.





"Death of a Salesman"
Hamburger Theaterfestival, Deutsches Theater Berlin

BMW's theatre commitment dates from 1979. Formation of **Spiel-motor e.V.** with the city of Munich. **SPIELART Theatre Festival** for experimental ideas established in 1995. **Hamburg Theatre Festival** and **Salzburg Theatre** with BMW as partner. Support of the **Arts Partnership of the Chapman Cultural Center** and the **South Carolina Children's Theatre in Spartanburg**. **Katona József Theatre** in partnership with MINI Hungary.

BMW ART JOURNEY.





Samson Young
Winner of the BMW Art Journey 2015

Abigail Reynolds
Winner of the BMW Art Journey 2016

Collaboration between Art Basel and BMW. An international jury selects an artist who proposes a journey. The artist sets off on the journey. The artist reflects on the journey. The journey is documented on digital and social media and subsequently published. Exhibitions at Art Basel in Hong Kong or Miami Beach.

A glowing neon sign with the text '#bmwgroupculture' is mounted on a dark wooden plank wall. The sign is illuminated from within, casting a warm glow. The wall is made of dark, horizontal wooden planks. The background is dark, making the neon sign stand out.

GARAGE / BMW : ART / TECH GRANT.

Collaboration with the Garage Museum of Contemporary Art, Moscow. Aimed at supporting individual and collective art projects in the field of IT, engineering and science art. Knowledge transfer between BMW designers, engineers and artists.

Announcement of the Winner Sergey Kasich
Garage / BMW : Art / Tech Grant

Sam Lewitt, Material for "CORE (The 'Work')"
BMW Open Work by Frieze

Curated by Attilia Fattori Franchini. An artist is yearly commissioned to develop a visionary project that brings together art, design and technology. Premiering at Frieze London. The project is accessible online and at the fair. Often completed in its meaning by visitors.

A close-up photograph of a hand holding a piece of grey, textured material, possibly a candle or wax, against a blurred background of similar materials. The hand is positioned in the lower left, holding the material which has a rough, broken edge. The background shows more of the same material in various shapes, some standing upright and others lying down, creating a sense of a workshop or a collection of raw materials. The lighting is warm and focused on the hand and the material being held.

**BMW OPEN WORK
BY FRIEZE.**

ARTSY – THE FUTURE OF ART.

Collaboration between BMW and Artsy, the global platform for collecting and discovering art. Short film series “The Future of Art” explores where artistic output is headed in an increasingly digital and global world.

Series of Short Videos “The Future of Art”
Elizabeth Diller



Series of Short Videos “The Future of Art”
Marcel Dzama



Series of Short Videos “The Future of Art”
Carrie Mae Weems



PREMIO DE PINTURA.

Since 1986. Art award for young artists in Spain. Award ceremony at the Teatro Real de Madrid. Painting competition in four categories:

- > "Premio de Pintura".
- > "The Mario Antolin Scholarship for Pictorial Research Spain" for the youngest of the 32 finalists.
- > "The BMW Innovation Award", a new category established in 2017 to support the artistic search for new challenges.
- > "Youngest Talent Award" for children aged between 8–12.

Blanca Gracia Gallego, "Teoria de la Ventana Rota"
Premio de Pintura







BMW i3 designed by Izumi Miyazaki
Kyotography 2018



BMW Art & Culture
Paris Photo

PHOTOGRAPHY IN FOCUS AT BMW.

Les Rencontres d'Arles. For many years, the international meeting point for photography. Important stepping stone for creative talents from all areas of photographic art. BMW as long-term partner.

BMW resident program to promote young talents in photography in collaboration with Gobelins, School of Visual Art, Paris. Publications at éditions Trocadéro and BMW Art & Culture. Awarded at the Festival International Automobile in Paris with the Special Festival Prize 2018 for fifty years of cultural engagement and fifteen years of art promotion.

- > Paris Photo, France
- > KYOTOGRAPHIE, Japan



**MORE
ART.**

- > Soho House. International cultural partnership between BMW i and Soho House. BMW i Art and Design Talks.
- > “200 Women – who will change the way you see the world” in collaboration with Blackwell & Ruth and Elisabeth Sandmann Verlag. BMW as supporter of the book and exhibition inspired by a belief that “you can’t empower women without listening to their stories” (Gloria Steinem). Exhibitions in Munich and New York.
- > BMW China Cultural Journey. Visits of dozens of provinces and hundreds of cultural heritage sites throughout China since 2007.
- > 101 Pictures Painting Marathon, Romania. Dedicated to the history of BMW motorsports. Collection “Blue Coffee” displayed in Spartanburg.
- > BMW Artville. Connects technology, lifestyle and art at the Belgian seaside town of Knokke-Heist.
- > BMW Art Club. Combination of modern art with different fields of technology to bring new trends to the heart of Polish institutions.
- > Munich Academy of Fine Arts. AkademieGalerie exhibition space for students at the university’s subway station. Promoting academy alumni through art purchases.
- > LIA - Leipzig International Art Programme. In partnership with BMW since 2007. Conferences, exhibitions and four artists’ studios in the grounds of the Baumwollspinnerei, an old cotton mill.
- > Museum of Fine Arts, Leipzig. Joint initiative for the donation of artworks.





Exhibition "200 Women – Who Will Change the Way You See the World"
Pen + Brush Gallery, New York

ROLLS-ROYCE ART PROGRAMME.



Artistic Concept by Pipilotti Rist, Supported by the Rolls-Royce Art Programme
Fondation Beyeler Summer Night's Gala "Tender Roundelay"



The Rolls-Royce Art Programme – a celebration of contemporary art. Bringing new works and perspectives to the art world. Honouring the spirit of creative excellence that Rolls-Royce shares with the international art community. Inviting leading artists to develop new works which push the boundaries of what is possible both technically and conceptually. Commissions include pieces by Tomas Saraceno, Dan Holdsworth, Isaac Julien, Yang Fudong, Pipilotti Rist and Tobias Rehberger.







Spaghetti Car (BMW i3)
Maurizio Cattelan

Asylum
Julian Rosefeldt



ARTIST COOPERATIONS.

Artistic collaboration on new model launches. With renowned artists, photographers, designers, musicians and filmmakers, such as Robin Rhode, Jake Scott, Rankin, Paul Cockshedge, Theo Jansen, Julian Rosefeldt and Studio Drift. BMW France cooperated with Maurizio Cattelan and Pierpaolo Ferrari of TOILETPAPER to foil a BMW i3.



BMW'S COMMITMENT TO FILM.

Three things that go together:
movies, short films and BMW.





BMW Shorties **Kuala Lumpur, Malaysia**

Karlovy Vary International Film Festival, **Czech Republic**

German Film Award

Bavarian Film and TV Award **Munich, Germany**

Landshut Short Film Festival, **Germany**

(including BMW award for short films)



Taufiq Kamal, "Terbit23"
Winner of BMW Shorties 2014

HOLLYWOOD FILM INVOLVEMENT.

One of BMW's favourite roles in Hollywood and Bollywood: providing suitable properties for TV shows and movies, such as the blockbuster "Mission: Impossible – Fallout" for Tom Cruise as Ethan Hunt.

MISSION: IMPOSSIBLE – FALLOUT Tom Cruise as Ethan Hunt in MISSION: IMPOSSIBLE – FALLOUT from Paramount Pictures. Photo Credit: David James © 2018 Paramount Pictures. All rights reserved.





MISSION: IMPOSSIBLE – FALLOUT Tom Cruise on the set of MISSION: IMPOSSIBLE – FALLOUT from Paramount Pictures. Photo Credit: Chiabella James © 2018 Paramount Pictures. All rights reserved.

COACHELLA VALLEY MUSIC AND ARTS FESTIVAL.



BMW i models designed by John Gourley
Coachella Valley Music and Arts Festival

Paris Hilton with the BMW i models designed by John Gourley
Coachella Valley Music and Arts Festival



Official partnership with the Coachella Valley Music and Arts Festival. Collaboration with various artists aiming at a younger audience.



Zeitz MoCAA – Museum of
Contemporary Art Africa, Cape Town



FURTHER SUPPORT OF MUSEUMS.

Albertina **Vienna, Austria**

Deutsches Museum **Munich, Germany**

Flagey **Brussels, Belgium**

International African American Museum (IAAM)
Charleston, USA

Kunstforum Ostdeutsche Galerie **Regensburg, Germany**

Louvre **Abu Dhabi, United Arab Emirates**

MAXXI Modern Art Museum **Rome, Italy**

Mauritshuis **Den Haag, Netherlands**

The Calouste Gulbenkian **Lisbon, Portugal**

Southern Guild Design Gallery **Cape Town, South Africa**

Zeitz Museum of Contemporary Art Africa

Cape Town, South Africa



Opera for all Munich • State Opera for all Berlin
BMW CLASSICS London • Opera for all Moscow
Spielfeld Klassik • Orchestra and Opera Partnerships
BMW Welt Jazz Award • BMW Welt Young Artist Jazz Award
International Jazz Engagement • Music Festivals



Anna Aglatova in front of the Bolshoi Theater
"Opera for all Moscow"



A woman with long, wavy red hair is singing into a vintage microphone. She is wearing a floral dress with red, orange, and blue patterns. The background is a soft, out-of-focus blue.

CLASSICAL MUSIC AND JAZZ



OPERA FOR ALL MUNICH. STATE OPERA FOR ALL BERLIN. BMW CLASSICS LONDON. OPERA FOR ALL MOSCOW.

"Opera for all" since 1997. In collaboration with the Bavarian State Opera. Loved by tens of thousands of spectators and winner of numerous awards. On site and streamed online. Since 2007 also held in Berlin as "State Opera for all" with the State Opera Unter den Linden. "BMW CLASSICS" with the London Symphony Orchestra at Trafalgar Square in the heart of the British capital since 2012. Since 2018 in front of and in cooperation with the Bolshoi Theater in Moscow.

“The ‘Opera for all’ format is truly one-of-a-kind: For me as an artist, sharing a unique evening at the opera with the largest possible audience out in the open in such an atmospheric setting is always a special experience.”

Jonas Kaufmann, tenor





“Spielfeld Klassik is a basic component of our efforts to get people actively involved with music outside the traditional concert format. Everyone should have the opportunity to attend one of our concerts.”

Paul Müller, Executive Director of the Munich Philharmonics

SPIELFELD KLASSIK.

Educational program for all ages from the Munich Philharmonics. BMW Group as lead partner since 2011. 150 events a season: concerts, workshops, community music projects, symposiums, a look at rehearsals and presentations of instruments, at schools, the philharmonic and clubs.



Right in the Middle – The BMW Club Concerts
Bob Beaman



**ORCHESTRA AND
OPERA PARTNERSHIPS.**

Bolshoi Theater **Moscow, Russia**

Die Theater **Chemnitz, Germany**

Elbphilharmonie **Hamburg, Germany**

Polish National Radio Symphony

Orchestra **Katowice, Poland**

State Opera, **Budapest, Hungary**

Sugi Opera Company **Seoul, South Korea**

Mieczysław-Karłowicz-Philharmonic

Szczecin, Poland

Teatro alla Scala **Milan, Italy**

Teatro dell'opera di **Roma, Italy**

Warsaw National Opera, **Poland**

West-Eastern Divan Orchestra

Berlin, Germany

Münchner Kammerorchester,

Germany



**BMW WELT
JAZZ AWARD.**

**BMW WELT
YOUNG ARTIST
JAZZ AWARD.**



Since 2009. Six free matinee performances, one finale, one audience prize. Prestigious jury. International ensembles compete for the coveted award. Renowned within the jazz scene and beyond. Since 2016, BMW Welt Young Artist Award for regional newcomers: offering excellent performance opportunities for them.



LBT Winner of the
BMW Welt Jazz Award

**INTERNATIONAL
JAZZ ENGAGEMENT.**



Gere Jazz Festival **Villany, Hungary**

Jazzclub **Regensburg, Germany**

JZ Festival **Shanghai, China**

Leipziger Jazztage, Germany

Seoul Jazz Festival, South Korea

Chinese Jazz Artist Gu Zhong Shan
Brand Experience Center, Shanghai





MUSIC FESTIVALS.

A Capella – International Festival
for Vocal Music **Leipzig, Germany**

Bangkok International Festival
of Dance & Music, **Thailand**

Bregenzer Festspiele, **Austria**

Brucknerfest **Linz, Austria**

Chelsea Music Festival **New York, USA**

Dvořáková **Praha, Czech Republic**

Festspiele Europäische Wochen **Passau,
Germany**

Festspiele **Mecklenburg-Vorpommern,
Germany**

Global Music Festival **Halle, Germany**

Kulturwaldfestspiele **Blaibach, Germany**

Musikfestival **Steyr, Austria**

Pure & Crafted **Berlin, Germany**

Richard-Strauß-Festival
Garmisch-Partenkirchen, Germany

Salzkammergut Festwochen **Gmunden,
Austria**

Spoletto Festival USA **Charleston, USA**

SoNoRo International Chamber Music Festival
Bucharest, Romania

Thurn & Taxis Festival **Regensburg, Germany**

Young Classic European **Passau, Germany**

Verbier Festival, **Switzerland**







BMW Welt and BMW Group
Headquarter Munich



ARCHITECTURE AND DESIGN

ARCHITECTURE.

Visionary buildings for an innovative company.
Internationally acclaimed architects.





BMW Group Research and
Innovation Center Munich

BMW Group Headquarters, Munich
Karl Schwanzer 1973

BMW Museum, Munich
Planning Karl Schwanzer 1973
Expansion **2008**

BMW FIZ - Research and Innovation Centre, Munich
Henn Architekten 1986

BMW Italy Headquarters
Kenzo Tange 1991

Rolls-Royce Goodwood Plant
Sir Nicholas Grimshaw 2003

BMW Group Plant Leipzig
Zaha Hadid 2005

BMW Welt, Munich
Coop Himmelb(l)au 2007

Design of BMW Welt luxury exhibition site,
Patricia Urquiola with BMW Design 2019

Cena ARCH (prize for architecture
by ARCH Magazine and MINI) **Slovakia**

Čierne diery (Black holes)
Slovakia



BMW Museum
Munich

BMW Plant
Leipzig



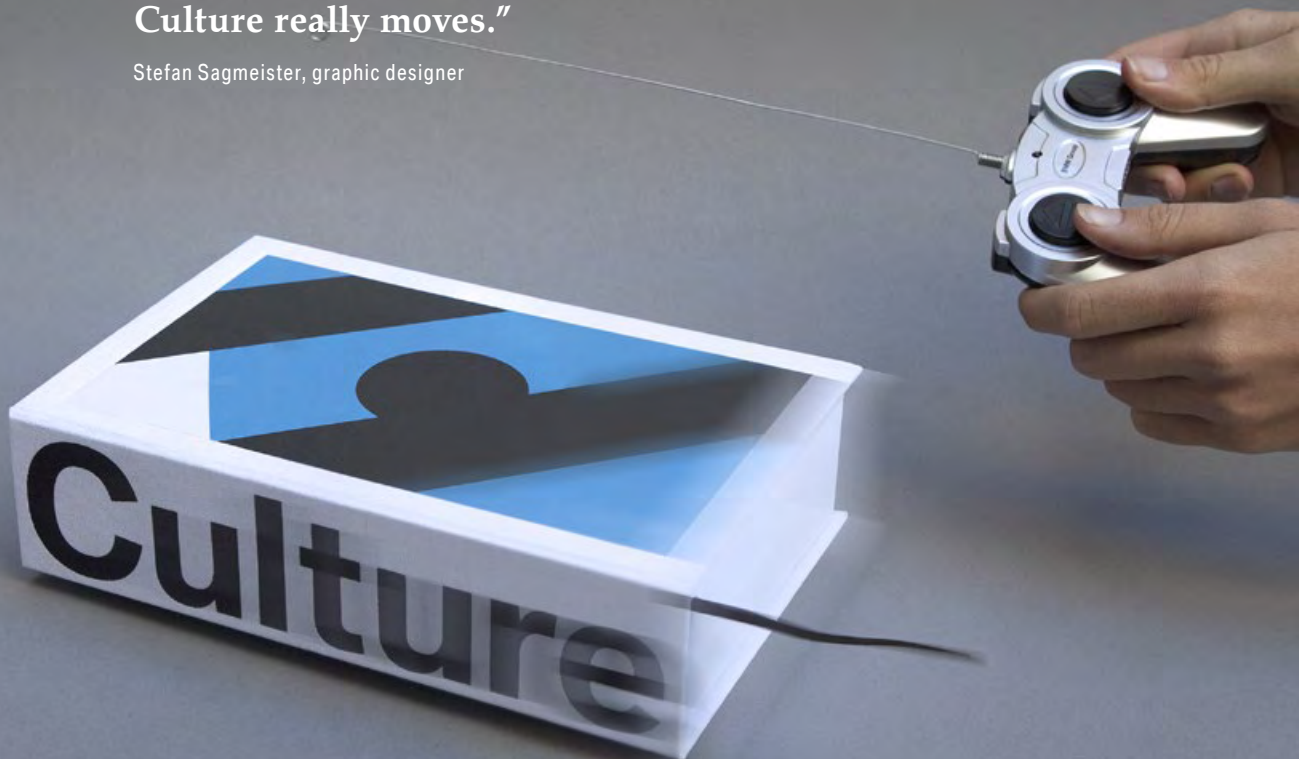


"As contemporary society doesn't stand still, architecture and design must evolve with the patterns of life. I think what is new in our generation is a greater level of social complexity – which is reflected in its art, architecture and design."

Zaha Hadid, architect

"In a publication about all the cultural activities of the BMW Group it made sense to include four hidden wheels and a remote-control that allows readers to drive the book around the room. Culture really moves."

Stefan Sagmeister, graphic designer



Mobility up close. A book about the cultural engagement of the BMW Group. Individually numbered and signed copies, numerous awards.

**CULTURE BY
STEFAN SAGMEISTER.**

CONCORSO D'ELEGANZA VILLA D'ESTE.

First Concorso d'Eleganza held in 1929.
A must for all who treasure classic cars.
BMW Group as partner since 1999 and
meanwhile operator. Concorso di Moto-
cicletti added in 2011.





MINI DESIGN COMMITMENT.

BIG LIFE ON A SMALL FOOTPRINT. Cabins as temporary homes around the world, from London, New York, Los Angeles to Beijing. Designed by the MINI LIVING design team in collaboration with a local architect. Always influenced by the respective city's culture and environment. The epitome of the MINI design credo "creative use of space".







Artwork displayed at Galerie 71
Hedwig Betz

An abstract painting with a textured surface. The composition is dominated by horizontal bands of color. A bright, saturated yellow band stretches across the upper half, with some darker, more muted yellow and green tones interspersed. Below this, there are darker, more muted green and brown tones. The left side of the painting shows a vertical band of lighter, more textured brown and yellow, possibly representing a different material or a different layer of paint. The overall effect is one of depth and complexity, with visible brushstrokes and a sense of movement.

CULTURE WITHIN THE COMPANY





Lu Xiaodong, »Weight of Insomnia«, 2016, part of the exhibition »Datumsoria: The Return of the Real«, September 9, 2017 – March 18, 2018, ZKM | Center for Art and Media Karlsruhe

ART AT THE PLANT.

- > "AutoWerke". 1998 - 2000. BMW as seen through the lens of 28 internationally acclaimed photographic artists. Thomas Demand, Candida Höfer, Wolfgang Tillmans, Thomas Struth and Sharon Lockhart, among others. 75 photographic and video works. Photo portfolio donated to the Museum of Fine Arts, Leipzig, in 2005.
- > Edgar Martins' 18-month-long photography project "00:00.00" at BMW Group Plant Munich.
- > Car-body construction at BMW Group Plant Dingolfing as part of an innovative artwork by Chinese artist Liu Xiaodong. Installation with a robotic system. In collaboration with the ZKM | Zentrum für Kunst und Medien in Karlsruhe.
- > 6th Bach Suite for Cello performed by Alban Gerhardt at a service workshop in Romania.
- > Sculptures at Plant and administration building San Luis Potosi in cooperation with Universidad Nacional Autónoma de México, Faculty for Arts and Design, and art college Universidad SLP. Experts chose from students' submissions.
- > "Artproject 10+10". Twenty artists of Luxun Academy of Fine Arts and Munich Academy of Fine Arts created works to be shown at BMW Group Plant Tiexi's administration building.



Wind Tunnel Test Centre from the Series "00:00.00"
Edgar Martins

- > Portraits of employees at BMW Welt Premium Vehicle Delivery Lounge in cooperation with Munich Academy of Fine Arts.
- > "KunstWerke." Since 1989. Followed by an exhibition tour with seven international stops. Realization of projects with chosen artists from art and design universities. One strong example: "Energie." for BMW Group Plant Regensburg in collaboration with students of Munich Academy of Fine Arts and Academy for Applied Sciences Munich.
- > Photographs of BMW Z4's non-painted body panels by Jef Geys taken at BMW Group Plant Regensburg. Serial production meets baroque paintings. Shown at Museum for Contemporary Art Antwerpen.
- > Artists of the renowned SCAD, Atlanta, Georgia, and the Metropolitan Art Council Greenville explored workshops of BMW Group Plant Spartanburg, its history and location to create the art project "Telling Traces", being shown at the Plant's centrum 10.10.



Paint Shop from the series "00:00.00"
Edgar Martins





Four Portraits
Sara Chaparro

EMPLOYEES' ART

- > Association to support sports and culture within the BMW Group. Founded in 2013. Encourages BMW employees and their families as well as friends of the BMW Group.
- > Galerie 71. Art and culture forum at BMW Group Plant Munich. Display of employee artwork. Exhibitions change every four months.
- > CCC Art Gallery. Digital platform for employees to show their artistic work, motivating creative exchange.



- > BMW Chamber Orchestra. The joy of playing music. Programme changes regularly.
- > BMW Male Voice Choir. Since 1979. For employees who love to sing.
- > Dixi Drivers. Cheerful Dixie, soulful blues. With trumpet, clarinet, trombone, banjo, bass and drums.
- > Kulturmobil. Internal events calendar with current cultural activities and exclusive offers for all employees in Munich.
- > M-Day Big Band Festival. Annual celebration of big band music at BMW Driving Experience.
- > BMW Niederlassung München's advent concert for charity. For over two decades. With Bayerisches Staatsorchester at parish church St. Lukas.

List of images.

- S. 3** > Maximilian Schöberl, Executive Vice President of BMW AG © BMW AG
- S. 6/7** > BMW Art Car #18 by John Baldessari, BMW Body & Paint Training Center in Oxnard, Kalifornien, November 2016, Photo: Chris Tedesco © BMW AG
- S. 8** > BMW Art Car #18 by Cao Fei, Macau FIA GT World Cup, November 2017 © BMW AG
- S. 10** > Detail of the BMW M3 GT2 Art Car Jeff Koons © Jeff Koons
- S. 13** > BMW Art Car #12 by Esther Mahlangu © Dr. Esther Mahlangu / BMW AG
- S. 14** > BMW Tate Live Exhibition 2017: Ten Days Six Nights: Fujiko Nakaya, Photo: Seraphina Neville © Tate / BMW AG
- S. 15** > BMW Tate Live Exhibition 2018: Ten Days Six Nights: Joan Jonas, Photo: Seraphina Neville © Tate / BMW
- S. 16** > Preis der Nationalgalerie, Hamburger Bahnhof, Berlin © David von Becker
- S. 19-21** > Gerhard Richter, Rot, Gelb, Blau, 1973, oil on canvas, 3m x 6m, Photo: Wolfgang Stahr © Gerhard Richter / BMW AG
- S. 22/23** > World premiere of FRANCHISE FREEDOM – a flying sculpture by Studio Drift in partnership with BMW during Art Basel in Miami Beach © BMW AG
- S. 24** > BMW Art Guide by Independent Collectors, Homepage © www.bmw-art-guide.com
- S. 25** > The fifth edition of the BMW Art Guide by Independent Collectors. © BMW AG
- S. 26** > DANCE 2017 - OCD LOVE by Sharon Eyal Gai Behar L E V © BMW AG
- S. 29** > "Death of a Salesman", Hamburger Theaterfestival 2018, Deutsches Theater Berlin © Arno Declair
- S. 30** > Winner of the BMW Art Journey 2016, Abigail Reynolds © BMW AG
- S. 31** > Winner of the BMW Art Journey 2015, Samson Young © BMW AG
- S. 32** > Garage / BMW : Art / Tech Grant 2018, Announcement of the Winner Sergey Kasich © BMW Group Russia
- S. 35** > Sam Lewitt, Material for CORE (The "Work"), 2018, courtesy of the artist and BMW Landshut © BMW AG
- S. 36** > Artsy, Series of Short Videos The Future of Art, Elizabeth Diller © www.artsy.net/series/artsy-editors-future-art
- S. 36** > Artsy, Series of Short Videos The Future of Art, Marcel Dzama © www.artsy.net/series/artsy-editors-future-art
- S. 36** > Artsy, Series of Short Videos The Future of Art, Weems © www.artsy.net/series/artsy-editors-future-art
- S. 37** > Teoría de la Ventana Rota von Blanca Gracia Gallego, Scholarship Mario Antolín to the Pictorial Research © BMW Group Spain
- S. 38** > Specially designed BMW i3 by Izumi Miyazaki for Kyotographie © Chisato Oka, BMW AG
- S. 39** > Paris Photo 2017, BMW Art & Culture © Ugo Missinay
- S. 40** > Tim Marlowe, artistic director of the Royal Academy of Arts London, and Christian Marclay, artist, BMW i & Soho House Art Talk, London 2018, © Matt Veal Photography
- S. 43** > 200 Women Exhibition, Pen + Brush Gallery © Manny Fernandes
- S. 44/45** > Fondation Beyeler Summer Night's Gala Tender Roundelay with Artistic Concept by Pipilotti Rist, Supported by the Rolls-Royce Art Programme, Photography by Mathias Mangold © Rolls-Royce Motorcars
- S. 46/47** > Rolls-Royce presents the Hong Kong Premiere of Artist Yang Fudong's New Work © Rolls-Royce Motorcars
- S. 48** > BMW i3 – Maurizio Cattelan / Toilet Paper © BMW AG
- S. 49** > Julian Rosefeldt, Asylum, Film Still/Detail, 2001 © Julian Rosefeldt
- S. 50** > BMW at Karlovy Vary International Film Festival 2017 © BMW Group Czech Republic
- S. 51** > Terbit23 by Taufiq Kamal, BMW Shorties 2014 Winner © BMW Group Malaysia

- S. 52** > MISSION: IMPOSSIBLE – FALLOUT
Tom Cruise as Ethan Hunt in MISSION: IMPOSSIBLE – FALLOUT from Paramount Pictures. Photo Credit: David James © 2018 Paramount Pictures. All rights reserved.
- S. 53** > MISSION: IMPOSSIBLE – FALLOUT
Tom Cruise on the set of MISSION: IMPOSSIBLE – FALLOUT from Paramount Pictures. Photo Credit: Chiabella James © 2018 Paramount Pictures. All rights reserved.
- S. 54** > BMW i Modelle designed by John Gourley, Coachella Valley Music and Art Festival 2018 © BMW AG
- S. 55** > Paris Hilton with the BMW i models designed by John Gourley, Coachella Valley Music and Arts Festival 2018 © BMW AG
- S. 56/57** > Zeitz MoCAA – Museum of Contemporary Art Africa, Kapstadt © Zeitz MoCAA
- S. 60/61** > Anna Aglatova in front of the Bolshoi Theater, „Opera for All Moscow“ 2018 © BMW Group Russia
- S. 62** > Opera for All 2017, festival opening concert at the Max-Joseph-Platz in Munich, the Bayerisches Staatsorchester led by Omer Meir Wellber together with Ekaterina Siurina © Wilfried Hösl
- S. 65** > BMW Classics 2018 at Trafalgar Square in London © London Symphony Orchestra / BMW AG
- S. 66** > Spielfeld Klassik, Demonstration of Instruments for Kindergartens and Primary Schools © Andrea Huber
- S. 67** > Right in the Middle - The BMW Club Concert, Bob Beaman 2018 © Florian Ganslmeier
- S. 68** > Opening of the Elbphilharmonie, Hamburg 2017 © BMW AG
- S. 71** > Daniel Barenboim conducts the West-Eastern Divan Orchestra, Waldbühne Berlin © Kai Heimberg
- S. 72/73** > Winner of the BMW Welt Jazz Award 2018: LBT, Photography: Rainer Häckl © BMW AG
- S. 74** > BMW Welt Young Artist Jazz Award 2018 Winner Roman Sladek with the Jazzrausch Bigband, Photography: Susanne van Loon © BMW AG
- S. 75** > Chinese Jazz Artist Gu Zhong Shan at the Brand Experience Center, Shanghai © BMW Group China
- S. 76** > SoNoRo Chamber Music Festival Romania 2016, Romanian Atheneum, Bucharest © BMW Group Romania
- S. 79** > Opening concert of the Bregenzer Festspiele 2018 © Bregenzer Festspiele / Lisa Mathis
- S. 82/83** > BMW Welt and BMW Group Headquarter © BMW AG
- S. 84/85** > BMW Group Research and Innovation Center (FIZ), Munich © BMW AG
- S. 86** > BMW Museum © BMW AG
- S. 87** > Inside view central building BMW Leipzig plant by Zaha Hadid © BMW AG
- S. 88** > Stefan Sagmeister, Publication Culture, 2010 © Sagmeister Inc.
- S. 89** > Concorso d'Eleganza Villa d'Este © BMW AG
- S. 90** > MINI LIVING Urban Cabin in Peking © BMW AG
- S. 93** > MINI LIVING Urban Cabin in Los Angeles © BMW AG
- S. 96/97** > Artwork displayed at Galerie 71 © Hedwig Betz
- S. 98** > Lu Xiaodong, »Weight of Insomnia«, 2016, part of the exhibition »Datumsoria: The Return of the Real«, September 9, 2017 – March 18, 2018, ZKM | Center for Art and Media Karlsruhe © Lu Xiaodong, photo: ZKM | Center for Art and Media Karlsruhe, photo: Tobias Wootton
- S. 100** > Wind tunnel test centre, BMW Group Research & Innovation Centre (FIZ) Munich (Germany) from the series 00:00.00, 2015 © Edgar Martins
- S. 101** > Paint shop, BMW Group Plant Munich (Germany) from the series 00:00.00, 2015 © Edgar Martins
- S. 102** > Four Portraits © Sara Chaparro

Imprint

Publisher
BMW Group

For further information:
Business, Finance and Culture Communications
Thomas Girst, Leonie Laskowski, Simone Bauer,
Stefanie Jennes, Doris Fleischer
80788 München
+49 (0) 89 382 20067
presse@bmw.de
www.bmwgroup.com/culture

Design
Stofer und Hartjen

Print
Eberl Print GmbH

© 2018 BMW Group, Munich. All rights reserved.

A further contribution towards preserving resources

“BMW GROUP CULTURAL ENGAGEMENT – YOU” was printed on paper produced in accordance with the international FSC® Standard: the pulp is sourced from sustainably managed forests.

The corresponding CO₂ emissions were compensated by additional environmental and climate protection measures as part of a reforestation project in collaboration with Bergwaldprojekt e. V. (certificate number: DE-141-168123).



www.bmwgroup.com/culture
[#bmwgroupculture](#)
[@bmwgroupculture](#)

- p. 16 – 17 www.preisdernationalgalerie.de/en/
- p. 24 – 25 www.bmw-art-guide.com
www.independent-collectors.com
- p. 30 – 31 www.bmw-art-journey.com
- p. 35 www.frieze.com/bmw-open-work-frieze
- p. 44 – 47 www.rolls-roycemotorcars.com/en-US/house-of-rolls-royce/art-programme.html
- p. 49 www.bmwshorties.com.my
- p. 38 – 39 www.rencontres-arles.com
- p. 60 – 63 www.staatsoper.de/en/opera-festival/operaforall/opera-for-all.html
www.staatsoper-berlin.de/en/
www.iso.co.uk/bmw-classics
- p. 64 – 65 www.spielfeld-klassik.de
- p. 82 – 85 www.bmw-welt.com
www.bmw-museum.com
- p. 87 www.concorsodeleganzavilladeste.com
- p. 103 www.skfv-bmwgroup.de
www.bmw-kammerorchester.de
www.dixi-drivers.de
www.bmw-maennerchor-muenchen.de
www.bmw-muenchen.de/adventskonzert

