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Maximilian Schöberl, Senior Vice President, Corporate and Governmental Affairs:

“International cultural commitment has been an integral part of our corporate culture. We know one thing for sure: cultural commitment is part of the BMW Group.”
The BMW Group is part of society.

For us, that means getting involved and being an active partner. International cultural commitment has been an integral part of our corporate culture for more than forty years, with hundreds of initiatives worldwide.

Our main focus is on the collaborative development of long-term formats and partnerships. Events like the London Symphony Orchestra performing a free concert for tens of thousands in Trafalgar Square or Mexico City’s largest street festival, which we have supported for decades, delight and engage spectators; they also highlight the significance of corporate citizenship within the BMW Group.

The partnerships we build strengthen intercultural dialogue and create platforms for multidisciplinary exchange. This brochure offers a glimpse of the scope of our global engagement. We set no limits on creativity. This guiding principle, which is as important for the innovative work of our engineers and designers as it is for artists and musicians, is clearly demonstrated in the following pages. Our commitment is always based on mutual curiosity and appreciation. We hope this brochure will spark your curiosity and that you will join us at one of our events in the future.

We know one thing for sure:

cultural commitment is part of the BMW Group.
CLASSICAL MUSIC AND JAZZ
Daniel Barenboim, conductor:

“Art is neither moral nor immoral, neither edifying nor offensive; it is our reaction to it that makes it one or the other in our minds.”
“State Opera for All” in Berlin, Bebelplatz
OPERA FOR ALL.
STATE OPERA FOR ALL.
BMW LSO OPEN AIR CLASSICS.
“The ‘Opera for All’ format is 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.”
BMW LSO Open Air Classics
Trafalgar Square, London
“Opera for All” since 1997, in collaboration with the Bavarian State Opera. Beloved by tens of thousands of spectators and winner of numerous awards. Since 2007 also held in Berlin as “State Opera for All” with the Staatsoper Unter den Linden. Since 2012: “BMW LSO Open Air Classics” with the London Symphony Orchestra in Trafalgar Square in the heart of the British capital. Always live and free for anyone.
SPIELFELD KLASSEIK
ENTHUSIASM SEEKS AN AUDIENCE.

Award-winning educational programme for all ages run by the Munich Philharmonic Orchestra. Classical music comes alive. With hundreds of concerts, introductions to different instruments and rehearsal performances. BMW Group is lead partner since 2011.

Paul Müller, executive director of the Munich Philharmonic Orchestra:
“Spielfeld Klassik is a fundamental 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.”
CARL ORFF FESTIVAL
CREATIONS IN ANDECHS.

Festival celebrating the work of the great Bavarian composer Carl Orff. Held in Andechs, where Orff wrote much of his music. With BMW as partner since 2011.

www.carl-orff-festspiele.de
BMW COMMITMENT IN CHINA.

The Guangzhou Opera House: one of China’s most important opera houses and hub for the performing arts in Southern China.

JZ Festival in Shanghai: China’s largest jazz festival. Outstanding performers and bands from around the world. BMW Master Hall concert series forms the core of the festival.

Yang Liping: one of the most famous dancers in China. An outstanding, award-winning artist, especially known for her interpretations of traditional dance.

BMW China Cultural Journeys: officially kicked off in 2007. Over the past 8 years, the program has covered more than 17,000 kilometers, visited 6 major eco-cultural preservation zones and more than 210 intangible Cultural Heritage projects.

Yang Liping
ORCHESTRA AND OPERA PARTNERSHIPS
GLOBAL STAGE FOR THE WORLD OF MUSIC.

BOLSHOI THEATRE MOSCOW, RUSSIA
SÃO CARLOS NATIONAL THEATRE LISBON, PORTUGAL
TEATRO ALLA SCALA MILAN, ITALY
OPÉRA NATIONAL DE PARIS FRANCE
ORCHESTRE DE PARIS FRANCE
SUGI OPERA COMPANY SEOUL, SOUTH KOREA
WEST-EASTERN DIVAN ORCHESTRA
NHK SYMPHONY ORCHESTRA TOKYO, JAPAN
BOZAR BRUSSELS BELGIUM
LATVIAN NATIONAL OPERA RIGA, LATVIA

Bozar Brussels
NACHTMUSIK DER MODERNE

THE ALL-ROUND ART EXPERIENCE.

Contemporary music performed to capacity crowds by the Munich Chamber Orchestra in the rotunda of Munich’s renowned modern art museum, the Pinakothek der Moderne. Proceeded by an introductory talk.

www.pinakothek.de
www.m-k-o.de
BMW WELT JAZZ AWARD
THE HOME OF JAZZ.

Since 2009. Six free concerts, one finale, two prizes awarded by a prestigious jury. International ensembles compete for the coveted award. Highly-regarded in the jazz scene and beyond.
INTERNATIONAL JAZZ PROJECTS
A WHOLE WORLD OF JAZZ.

LEIPZIG JAZZ DAYS  GERMANY
JAZZCLUB REGENSBURG  GERMANY
BMW JAZZ CLUB  WARSAW, POLAND
JAZZ & CLASSIC FESTIVAL CHISINAU  MOLDOVA
BRAZIL JAZZ FESTIVAL  SÃO PAULO & RIO DE JANEIRO, BRAZIL
JZ FESTIVAL  SHANGHAI, CHINA
MUSIC FESTIVALS.

FESTIVAL DE MEXICO  MEXICO CITY, MEXICO
SPOLETO FESTIVAL USA  CHARLESTON, USA
BALTIC SEA FESTIVAL  STOCKHOLM, SWEDEN
SONORO INTERNATIONAL CHAMBER MUSIC FESTIVAL  BUCHAREST, ROMANIA
CHELSEA MUSIC FESTIVAL  NEW YORK, USA
INTERNATIONAL MUSIC FESTIVAL ČESKÝ KRUMLOV  CZECH REPUBLIC
THE HENLEY FESTIVAL  HENLEY-ON-THAMES, UK
STEYR MUSIC FESTIVAL  AUSTRIA
MUSIC THEATRE LINZ  AUSTRIA
BMW CULTURAL EVENING AT THE ALTES THEATER STEYR  AUSTRIA
A CAPELLA – INTERNATIONAL FESTIVAL FOR VOCAL MUSIC  LEIPZIG, GERMANY
BACH FESTIVAL  LEIPZIG, GERMANY
EUROPEAN WEEKS FESTIVAL  PASSAU  GERMANY
THURN UND TAXIS FESTIVAL  REGensburg, GERMANY
DIE THEATER CHEMNITZ  GERMANY
MODERN AND CONTEMPORARY ART
Olafur Eliasson, artist:

“In my understanding, artworks are fundamentally tied to their surroundings, to the present, to society, to cultural and geographical determinants. They activate this dense texture, thereby critically examining the world in which we live.”
BMW Art Car (detail view)
Roy Lichtenstein – 1977
BMW ART CARS
WORKS OF ART THAT MOVE OUR WORLD.

The idea of French racing driver and art lover Hervé Poulain and former BMW Motorsport director Jochen Neerpasch. This unique synthesis of fine art with innovative vehicle technology has fascinated art and design aficionados, car lovers and technology fans around the world since 1975.

Extensive documentation on “BMW Art Cars” available from publishers Hatje Cantz.

Andy Warhol, 1979

Andy Warhol:
“I have tried to give a vivid depiction of speed. If a car is really fast, all contours and colours will become blurred.”
Robert Rauschenberg:
“I think mobile museums would be a good idea. This car is the fulfilment of my dream.”

Jenny Holzer, 1999
ALEXANDER CALDER 1975 FRANK STELLA 1976 ROY LICHTENSTEIN 1977
ANDY WARHOL 1979 ERNST FUCHS 1982 ROBERT RAUSCHENBREG 1986
MICHAEL JAGAMARA NELSON 1989 KEN DONE 1989 MATAZO KAYAMA
SANDRO CHIA 1992 DAVID HOCKNEY 1995 JENNY HOLZER 1999 OLAFUR
ELIASSON 2007 JEFF KOONS 2010

www.bmw-artcartour.com
www.bmw-art-cars.de
Performance **Cally Spooner**

**BMW TATE LIVE**

**TATE BRINGS ART TO THE PEOPLE.**

Performance Room. Exclusive live webcasts. Digital and in real-time with the onlooker as creator. Events and talks. One event series, a host of different performers.

[www.tate.org.uk/bmwtatelive](http://www.tate.org.uk/bmwtatelive)
Chris Dercon, director, Tate Modern:

“Audiences today expect more interaction, participation and personalisation than ever before. BMW Tate Live answers this need. BMW Tate Live brings live art performance directly to people via web, wherever they are in the world.”
PREIS DER NATIONALGALERIE  
PREIS FÜR FILMKUNST  
YOUNG ART AT THE MUSEUM.

Awarded since 2000 by the Verein der Freunde der Nationalgalerie. Firmly established on the contemporary art scene. Filmmakers’ Award introduced in 2011.
Udo Kittelmann, director, Nationalgalerie Berlin:
“The Preis der Nationalgalerie is one of the world’s most prestigious museum awards.”

Mariana Castillo Deball, awardee 2013
Three large-format monochrome paintings “Red”, “Yellow” and “Blue”. Created by Gerhard Richter for the foyer of the BMW Group headquarters in Munich, which opened in 1973.

Commissioned by Eberhard von Kuenheim, Chairman of the Board of Management of BMW AG (1970 – 1993). Uniquely for Richter, the series was painted especially for the headquarters building of the BMW Group. It occupies an important place in his œuvre between the “photo-paintings” and “abstract work” periods.

300 x 600 centimetres.
128-page documentation by Helmut Friedel for publishers Prestel.
ART FAIRS AND BIENNALES

COMMITMENT TO THE WORLD’S TOP ART EXHIBITIONS.
ART BASEL SWITZERLAND
ART BASEL MIAMI BEACH USA
ART BASEL HONG KONG CHINA
FRIEZE ART FAIR LONDON, UK
FRIEZE MASTERS LONDON, UK
FRIEZE NEW YORK USA
PARIS PHOTO FRANCE
PARIS PHOTO LOS ANGELES USA
TEFAF MAASTRICHT NETHERLANDS
GALLERY WEEKEND BERLIN GERMANY
ABC – ART BERLIN CONTEMPORARY GERMANY
KIAF – KOREA INTERNATIONAL ART FAIR SEOUL, SOUTH KOREA
SEOUL OPEN ART FAIR SOUTH KOREA
ZONA MACO ARTE CONTEMPORÁNEO MEXICO CITY, MEXICO
HARLEM FINE ARTS SHOW NEW YORK, USA
INDIA ART FAIR NEW DELHI, INDIA

BERLIN BIENNALE GERMANY
KOCHE-MUZIRIS BIENNALE INDIA

Art Basel, Switzerland
If no one ever looked at art, would anybody even create it? And how much does art actually need buyers? These are by no means outrageous questions. So here’s another, more concrete one: Is an art world conceivable without collectors, without such dependent relationships? The who-with-whom, how much, and why questions. And who are these collectors anyway? Privileged or unloved individuals? Men and women of conviction, or mere investors? Show-offs or idealists? There is some truth to all these clichés. But one thing is certain: owning works of art changes most collectors as deeply as creating them does the artist. As an expression of a collector’s personality, an art collection can also kindle the desire to share such private treasures with the public. This is the subject of

the second **BMW Art Guide by Independent Collectors**. The global guide to private yet publicly accessible collections of contemporary art.
IndependentCollectors. World's first online art collector community. More than 5,000 members from 97 countries. BMW as global partner.

Joint publication of the BMW Art Guide. Provides access to more than 200 of the most important private collections from over 40 countries.
THEATRE PARTNERSHIPS.

BMW’s theatre commitment dates from 1979 when Spielmotor e.V. was founded with the city of Munich. SPIELART Theatre Festival for experimental ideas established in 1995.

Hamburg Theatre Festival with BMW as partner. Outstanding productions and actors.

Support of the Arts Partnership of the Chapman Cultural Center and the South Carolina Children’s Theatre in Greenville, South Carolina.
SPIELART THEATRE FESTIVAL  MUNICH, GERMANY
HAMBURG THEATRE FESTIVAL  GERMANY
THE ARTS PARTNERSHIP OF THE CHAPMAN CULTURAL CENTER OF GREATER SPARTANBURG  USA
SOUTH CAROLINA CHILDREN’S THEATRE    GREENVILLE, USA
LEIPZIG COMMITMENT
ART GOES BACK TO SCHOOL.

LIA – the Leipzig International Art Programme: Supported by BMW since 2007. Conferences, exhibitions and five artists’ studios on the grounds of the Baumwollspinnerei, an old cotton mill.

Museum of Fine Arts, Leipzig: Joint initiative for the donation of artworks.

www.liap.eu
www.mdbk.de

Artists’ studios, Leipzig
OPERALAB AND BMW/ART/TRANSFORMS

LABORATORY FOR NEW THINKING.

OPERALAB. Gallery and think tank: Open-ended dialogue on “urban living and the role of art.” An initiative of BMW Poland.

BMW/ART/TRANSFORMS: Public funding programme to support young artists in Poland. Workshop with selected artists.

www.operalab.pl
www.bmwtransformy.pl
GLOBAL PARTNERSHIP WITH THE SOLOMON R. GUGGENHEIM FOUNDATION.

MINI/GOETHE-INSTITUT CURATORIAL RESIDENCIES “LUDLOW 38”
CREATIVE SPACE FOR YOUNG CURATORS.

A joint project between Goethe-Institut New York and MINI. The Manhattan Art Space MINI Ludlow 38. One-year scholarships for young curators in an international setting.

Several related publications available from Spector Books and Sternberg Press.
Iconic automobiles meet unique art projects. Installation “Rolling Tracks”: Artist Regina Silveira works with tyre tracks at the venue at São Paulo International Art Fair and incorporates the architecture as well as a Rolls-Royce Ghost.
Talk with Isaac Julien at Rolls-Royce showroom London
Karl Lagerfeld, exhibition “A Different View” at Plant Goodwood
PHOTOGRAPHY IN FOCUS AT BMW
PROMOTING CONTEMPORARY PHOTOGRAPHIC ART.


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. Supported by BMW.

BMW residency at the Musée Nicéphore Niépce in Chalon-sur-Saône: Since 2011, programme to promote young photographic talent.

Sharon Lockhart, BMW Plant Berlin, 1998
Candida Höfer, BMW Plant Munich, 2000

AUTOWERKE LEIPZIG, GERMANY
LES RENCONTRES D’ARLES FRANCE
BMW RESIDENCY AT THE MUSÉE NICÉPHORE NIÉPCE CHALON-SUR-SAÔNE, FRANCE
PARIS PHOTO FRANCE
PARIS PHOTO LOS ANGELES USA

www.rencontres-arles.com
www.museeniepce.com
PREMIO DE PINTURA
RECOGNITION FOR YOUNG SPANISH ART.

Premio de Pintura. Art award for young artists in Spain. Since 1986. Painting competition in three categories:

“Premio de Pintura”.
“The Marion Antolin Scholarship for Pictorial Research Spain” for the youngest of the 32 finalists.
“Youngest Talent Award” for children aged between 8-12.

“Bóreas”, María Jesús Armesto Martínez
MORE ART.

Academy of Fine Arts Munich: AkademieGalerie exhibition space for student work in university underground station. Promoting academy alumni through art purchases.


Kunstforum Ostdeutsche Galerie: Important museum for international art in the East Bavarian region.


Soho House: Global cultural partnership between BMW i and Soho House.

www.adbk.de/akademiegalerie
www.deutsches-museum.de
www.kunstforum.net
www.mcasd.org
www.mauritshuis.nl
www.sohohouse.com
BMW COMMITMENT TO FILM
LIGHTS. CAMERA. FUNDING.

Three things that go together: art films, short films and BMW.
KINO DER KUNST  MUNICH, GERMANY
BMW SHORTIES  KUALA LUMPUR, MALAYSIA
DUBAI FILM FESTIVAL  UNITED ARAB EMIRATES
KARLOVY VARY INTERNATIONAL FILM FESTIVAL  CARLSBAD, CZECH REPUBLIC
LE FILM DE CANNES À BUCAREST  ROMANIA
INTERNATIONAL SHORT FILM WEEK  REGENSBURG, GERMANY
LANDSHUT SHORT FILM FESTIVAL  GERMANY
BAVARIAN FILM AND TV AWARDS  MUNICH, GERMANY
BMw shorties,
Kuala Lumpur
Sharifah Amani and Zahariz Khuzaimah

Kino der Kunst, jury
Defne Ayas, Amira Casar, Cindy Sherman, Isaac Julien

BMW Shorties, Kuala Lumpur
Sharifah Amani and Zahariz Khuzaimah
HOLLYWOOD FILM INVOLVEMENT

THE CAR IS THE STAR.

One of BMW’s favourite roles: supplying films and music videos with all the right props.
Paula Patton and Tom Cruise
“Mission: Impossible – Ghost Protocol”
Katy Perry, video clip “Teenage Dream”
Aamir Khan, “Dhoom:3”

Mika, video clip “Popular Song”
ARCHITECTURE AND DESIGN
Zaha Hadid, architect:

“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.”
BMW Museum and BMW Group
Headquarters, Munich
ARCHITECTURE

INNOVATION ON
SOLID GROUND.

Visionary buildings for an innovative company.
Internationally acclaimed architects.

www.bmw-welt.com
www.bmw-museum.com
Interior view, BMW Plant Leipzig

Exterior view, BMW Plant Leipzig
BMW GROUP HEADQUARTERS  MUNICH, KARL SCHWANZER, 1973
BMW MUSEUM  PLANNING KARL SCHWANZER, 1973, EXPANSION 2008
BMW FIZ – RESEARCH AND INNOVATION CENTRE
HENN ARCHITEKTEN, 1986, EXPANSION 2004
BMW ITALIA HEADQUARTERS  KENZO TANGE, 1991
ROLLS-ROYCE GOODWOOD PLANT  SIR NICHOLAS GRIMSHAW, 2003
BMW PLANT LEIPZIG  ZAHA HADID, 2005
BMW WELT  COOP HIMMELB(L)AU, 2007

SLOVAK ARCHITECTURE AWARD
SALONE DEL MOBILE

DESIGN THAT CONSTANTLY REINVENTS ITSELF.

Ground-breaking collaboration with international designers at the world’s most prestigious furniture show. Interaction between design, mobility and zeitgeist.
THE DWELLING LAB
PATRICIA URQUIOLA, GIULIO RIDOLFO, BMW, KVADRAT AND FLOS

SESTOSENSO PAUL COCKSEDGE, BMW AND FLOS

COLOR ONE FOR MINI BY SCHOLTEN & BAIJINGS

MINI KAPOOOW! MINI DESIGN TEAM

QUIET MOTION RONAN & ERWAN BOUROULLEC FOR BMW i

PARALLELS INSPIRED BY MINI CONNECTED,
UNITED VISUAL ARTISTS AND MINI DESIGN TEAM
COLOR ONE for MINI by Scholten & Baijings
Carole Baijings, designer:

“This collaboration is a dream come true for any product designer. Translating our way of thinking to such a ubiquitous product as the car is a tremendous opportunity for our work. The questions we asked ourselves and the solutions we came up with during the process were an eye-opener for everyone involved.”
Quiet Motion, Ronan & Erwan Bouroullec for BMW i
LONDON DESIGN FESTIVAL.

Adrian van Hooydonk, Senior Vice President, BMW Group Design: “Our partnerships with internationally renowned designers are always an inspirational experience for the entire BMW Group design team.”

Double Space for BMW
Precision & Poetry in Motion
Edward Barber & Jay Osgerby
MINI DESIGN COMMITMENT.

MINI SPACE
BLICKFANG INTERNATIONAL DESIGN EXHIBITION
CLUBOVKA SLOVAKIA
MINI PARTNER OF CENTRE POMPIDOU PARIS, FRANCE
CONCORSO D’ELEGANZA VILLA D’ESTE

ELEGANCE WITH A RICH HISTORY.

First Concorso d’Eleganza held in 1929. Today, still a must for all who treasure classic cars. BMW Group has been a patron since 1999. “Concorso di Motocicletti” added in 2011.

www.concorsodeleganzavilladeste.com
CULTURE BY STEFAN SAGMEISTER.

Mobility up close. A book about cultural engagement at the BMW Group. With a remote-control and wheels. Individually numbered and signed copies, numerous awards.
Strandbeest, Theo Jansen
ARTIST COOPERATIONS.

Artistic collaborations on new model launches. With renowned artists, photographers, designers, musicians and filmmakers such as Robin Rhode, Jake Scott, Mark Borthwick, Rankin, Theo Jansen and Sadao Watanabe.

An Expression of Joy, Robin Rhode
CULTURE IN THE COMPANY
Hedwig Betz, artist and employee in the logistics department:

“I start each picture with the idea of a colour which represents emotion and intuition. The picture itself decides what is needed.”
ARTISTIC, CREATIVE ASSOCIATES:
A PILLAR OF OUR CORPORATE CULTURE.

CULTURE IN THE COMPANY.

Association to support sport and culture within the BMW Group. Founded in 2013. Encourages sports and cultural engagement of BMW employees, their family members and friends of the BMW Group.

www.skbmw.de
www.bmw-kammerorchester.de
www.dixi-drivers.de

Dixi Drivers: Cheerful Dixie, soulful blues. With trumpet, clarinet, trombone, banjo, bass and drums.
BMW Chamber Orchestra: The joy of playing.

BMW Male Voice Choir: For employees with strong voices.
Kulturmobile: Internal events calendar with current cultural activities and exclusive events for all employees in Munich.
Galerie 71: Art and culture forum at BMW Plant Munich. Display of employee artwork. Exhibitions change every four months.
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