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.
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
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 2018: Ten Days Six Nights
Joan Jonas
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, **Slovakia**
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 Milanesiana, **Italy**
Quadriennale d’arte **Rome, Italy**
Salone del Mobile, **Milan, Italy**
Triennale di **Milano, Italy**
TEFAF **Maastricht, Netherlands**
ART FAIRS AND BIENNIALES.
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.
The fifth “BMW Art Guide by Independent Collectors”
THEATRE PARTNERSHIPS.
“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.
BMW ART JOURNEY.
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.
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
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.
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.
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.
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
> 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 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.


Exhibition “200 Women – Who Will Change the Way You See the World”
Pen + Brush Gallery, New York
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.
ARTIST COOPERATIONS.

Artistic collaboration on new model launches. With renowned artists, photographers, designers, musicians and filmmakers, such as Robin Rhode, Jake Scott, Rankin, Paul Cocksedge, 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.
Taufiq Kamal, "Terbit23"
Winner of BMW Shorties 2014

BMW Shorties **Kuala Lumpur, Malaysia**

**Karlový 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)
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 on the set of MISSION: IMPOSSIBLE – FALLOUT from Paramount Pictures. Photo Credit: Chiabella James © 2018 Paramount Pictures. All rights reserved.
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.
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“
CLASSICAL MUSIC
AND JAZZ
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.
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**
Daniel Barenboim conducts the West-Eastern Divan Orchestra
Waldbühne Berlin
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.
INTERNATIONAL JAZZ ENGAGEMENT.
Roman Sladek
Winner of BMW Welt Young Artist Jazz Award at Leipziger Jazztage

Gere Jazz Festival Villany, Hungary
Jazzclub Regensburg, Germany
JZ Festival Shanghai, China
Leipziger Jazztage, Germany
Seoul Jazz Festival, South Korea
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
Dvořákova 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
Spoleto Festival USA Charleston, USA
SoNoRo International Chamber Music Festival Bucharest, Romania
Thurn & Taxis Festival Regensburg, Germany
Young Classic European Passau, Germany
Verbier Festival, Switzerland
Opening Concert
Bregenzer Festspiele
ARCHITECTURE AND DESIGN
ARCHITECTURE.
Visionary buildings for an innovative company.
Internationally acclaimed architects.
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**
“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
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 Motocicletti 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
CULTURE WITHIN THE COMPANY

> 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 Potosí 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.
> Portraits of employees at BMW Welt Premium Vehicle Delivery Lounge in cooperation with Munich Academy of Fine Arts.


> 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
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.

> Kulturmobile. 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.
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A further contribution towards preserving resources

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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).