

Media Information
August 2019**BMW Group's commitment to modern and contemporary art.**

Munich/Berlin. From New York to London, from Basel and Hong Kong to Munich and Berlin, from support for emerging artists to long-term partnerships with leading art fairs, and all the way to the development of innovative formats in collaboration with museums around the globe – BMW Group's commitment to the arts is diverse and long-standing.

For almost 50 years now, the BMW Group has initiated and engaged in over hundred cultural cooperations worldwide. With the city of Berlin, the company is connected by a long and diversified partnership in the cultural field. Since 2000, the Preis der Nationalgalerie honors important young positions in the international art field. The award winners and nominees have since been among the defining protagonists of contemporary art. Eligible for the Preis der Nationalgalerie are artists of all nationalities who presently live and work in Germany and who are not older than the age of 40. Since 2006 BMW is long-term partner of the Preis der Nationalgalerie and is also supporting the tenth edition of the award. From August 16, 2019 to February 16, 2020 the four nominees for this year's Preis der Nationalgalerie are showing their works in a group exhibition at Hamburger Bahnhof – Museum für Gegenwart – Berlin. On September 12, 2019 the winner of this year's award will be announced.

Besides the Preis der Nationalgalerie, the list of long-term commitments to the arts in Germany's capital city includes the Gallery Weekend and the Berlin Biennale. Beyond the extensive commitment to the arts, BMW cooperates with the opera house Staatsoper Unter den Linden and invites yearly to the long-standing open-air format "State Opera for All" at Bebelplatz. With BMW OPERA NEXT, the opportunities of digitalization are used to open fresh perspectives and new ways accessing the world of opera for young audiences.

On an international scale, the BMW Group continues to support joint formats with numerous cultural institutions as well as art fairs. In cooperation with Tate Modern in London, BMW introduced the format "BMW Tate Live" – a long-term partnership, which focuses on performance, interdisciplinary art and curating digital space. Since 2015, BMW and Art Basel annually send emerging artists on the "BMW Art Journey" – a journey of their own choice to develop new ideas and create new projects. Alongside the Art Basel and its two offshoots in Miami Beach and Hong Kong, BMW also cooperates with the TEFAF in Maastricht, the Paris Photo, and the Frieze Art Fairs in London, New York and Los Angeles as well as the Frieze Masters. In autumn 2017, BMW and Frieze launched their new initiative "BMW Open Work". Drawing inspiration from BMW design, engineering and technology, the commissioned artists consider current and future technologies as tools for innovation and artistic experimentation. Furthermore, in the context of BMW's cooperation with Soho House, Art & Design talks take place during the majority of these fairs. In 2018 the latest edition of the BMW Art Guide by Independent Collectors was launched. This joint publication of the BMW Group and Independent Collectors provides an overview on the most significant private collections on a global scale.

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