

Media Information
2021

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.

In 2021 the BMW Group celebrates 50 years of global cultural engagement and hundreds of cultural cooperations worldwide. With the city of Berlin, the company is connected by a long and diversified partnership in the cultural field. Since 2006, BMW collaborates exclusively with the Preis der Nationalgalerie, which 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.

Besides the Preis der Nationalgalerie, the list of long-term commitments to the arts in Germany's capital city includes the Gallery Weekend Berlin and the cooperation with the opera house Staatsoper Unter den Linden. Thousands of people visit the annual event "State Opera for All", including an open-air concert and live broadcast of an opera to the Bebelplatz. Since 2018 BMW is also digital partner of the Staatsoper Unter den Linden in course of BMW OPERA NEXT.

On an international scale, the BMW Group continues to support joint formats with numerous cultural institutions as well as art fairs. 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 among others with Kochi-Muziris Biennale, TEFAF in Maastricht, Paris Photo, and Frieze London, Frieze Masters, Frieze New York as well as Frieze Los Angeles. In autumn 2017, BMW and Frieze launched their initiative "BMW Open Work", bringing together art, design, and technology in pioneering multi-platform formats. Another initiative is the "BMW Art Guide by Independent Collectors". This joint publication of the BMW Group and Independent Collectors – the biggest community for art collectors worldwide – provides an overview on the most significant private collections on a global scale, already in its fifth edition by now.

Please find further information about the Cultural Engagement of the BMW Group focusing on modern and contemporary art, classical music and jazz, architecture and design at: <https://www.bmwgroup.com/en/responsibility/gesellschaftliches-engagement/culture.html>

Facebook: <https://www.facebook.com/BMWGroupCulture/>

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