

Media information
12 September 2025

BMW celebrates 25 years of the Preis der Nationalgalerie.

To mark this milestone, John Baldessari's BMW Art Car is presented on the terrace of the Neue Nationalgalerie.

Munich/Berlin. The BMW Group congratulates the Preis der Nationalgalerie on its 25th anniversary. Since its establishment in 2000, the award has recognised artistic positions that significantly shape contemporary art and has presented them to a wide audience in Berlin. BMW has been the exclusive partner of this unique initiative since 2006. To mark the anniversary year, BMW is bringing another highlight to Berlin: as part of the BMW Art Car World Tour, the 19th BMW Art Car, designed by John Baldessari, is displayed on the terrace of the Neue Nationalgalerie. With this world tour, BMW is celebrating the 50th anniversary of the BMW Art Cars this year and next. Back in 2021, BMW, together with the Calder Foundation, showcased the "Artist's Proof" of the first BMW Art Car by Alexander Calder on the same terrace.

The Preis der Nationalgalerie will remain adaptable in the future and will continue in a new format at the Neue Nationalgalerie from 2026. From then on, solo exhibitions will honour artists who set international standards and whose work has not yet been comprehensively shown in Berlin. With the change of venue, contemporary art will engage in dialogue with the collection and history of the Neue Nationalgalerie. The iconic upper hall of the Mies van der Rohe building provides the ideal setting for a powerful artistic statement. This is made possible by a dedicated budget funded by the Freunde der Nationalgalerie and BMW.

"The Preis der Nationalgalerie was established at a time when contemporary art in Berlin received significantly less support. Today, Berlin is one of the most important centres for the production and presentation of contemporary art. With the move to the Neue Nationalgalerie, we aim to showcase artists whose work has shaped Berlin and who also possess international appeal. The goal is to place their works in dialogue with the architecture of the Mies van der Rohe building, thereby creating a connection between the collection, art history, and contemporary art," says **Klaus Biesenbach, Director of the Neue Nationalgalerie.**

"We are very proud that the Preis der Nationalgalerie has developed over the past 25 years into one of the most important art awards, and that all its laureates

Media information

Date 12 September 2025

Subject BMW celebrates 25 years of the Preis der Nationalgalerie.

Page 2

have been to provide key impulses with their work, both nationally and internationally. The award has always been distinguished by its ability to respond positively to changes in the interests of the museum, the artists, and the audience. This has not only maintained but increased its relevance over the decades. We look forward to the next stage of its development," says **Christian Kohorst, Chairman of the Freunde der Nationalgalerie.**

The prize winner will be announced at the end of October 2025. The exhibition will open in September 2026 during Berlin Art Week. Further information about the Preis der Nationalgalerie is available [here](#).

The expert jury for the 2026 Preis der Nationalgalerie consists of international directors: **Emma Lavigne** (Director of the Pinault Collection, Paris), **Sam Keller** (Director of the Fondation Beyeler, Riehen), and **Klaus Biesenbach** (Director of the Neue Nationalgalerie). Eligible to nominate were not only the jury members but also the curators of the Nationalgalerie as well as the members of the Freunde der Nationalgalerie.

"The internationally renowned Preis der Nationalgalerie has, for 25 years, demonstrated how art can shape social debates and open up new perspectives. It stands for innovation, creativity, and cultural diversity – values that are deeply rooted in the BMW Group. Together with our partners, we are delighted that art can unfold its impact far beyond the museum space," says **Alexander Bilgeri, Vice President Corporate Communications. BMW Group.**

The presentation of John Baldessari's 19th BMW Art Car on the terrace of the Neue Nationalgalerie is part of the [BMW Art Car World Tour](#), celebrating the 50th anniversary of the legendary collection. With this largest exhibition project in the history of the BMW Art Cars, all 20 vehicles will be shown worldwide in leading museums and institutions. The series, which began in 1975 with Alexander Calder, continues to unite outstanding artists such as Roy Lichtenstein, Andy Warhol, Jenny Holzer, David Hockney, Jeff Koons, Esther Mahlangu, Olafur Eliasson, Cao Fei, and Julie Mehretu. For five decades, the BMW Art Cars have combined art and design, technology and innovation, motorsport and

Media information

Date 12 September 2025

Subject BMW celebrates 25 years of the Preis der Nationalgalerie.

Page 3

engineering – embodying the essence of the BMW Group's global cultural engagement, which includes over 100 initiatives in contemporary art, music, film, and design.

The BMW Art Car designed by John Baldessari (1931–2020) is considered one of the most distinctive works in the series. Known for his coloured dots and shapes, the Californian artist aimed to create a "typical Baldessari" and simultaneously crafted an icon of motorsport. A large red dot on the roof ensures perfect visibility on the track. The word "FAST" on the driver's side serves as an energetic reminder of the essence of racing. On the passenger side, the vehicle itself is depicted – a tribute to the designers. This minimalist vehicle was the first Art Car to compete in a race without sponsor logos and the third – after Roy Lichtenstein (1977) and Andy Warhol (1979) – to successfully cross the finish line of a 24-hour race.

In 2021, BMW, together with the Calder Foundation, presented the "Artist's Proof" of the first BMW Art Car by Alexander Calder on the terrace of the Neue Nationalgalerie. The occasion was the opening of the exhibition "Alexander Calder: Minimal / Maximal," which marked the museum's reopening after extensive renovations. With the presentations of Calder and now Baldessari, BMW bridges the origins of the Art Car history to the present. Further information about the presentation of the Artist's Proof is available [here](#).

In addition to the Preis der Nationalgalerie, the BMW Group's long-term commitments in the capital include the Gallery Weekend Berlin, which celebrated its 21st edition in May 2025. Alongside its extensive engagement in the visual arts, BMW also collaborates with the Staatsoper Unter den Linden and annually invites audiences to the traditional open-air format "State Opera for All" on Bebelplatz.

The BMW Group's cultural engagement, including exclusive updates and deeper insights into its worldwide cultural initiatives, can be followed on Instagram at [@BMWGroupCulture](#).

Media information

Date 12 September 2025

Subject BMW celebrates 25 years of the Preis der Nationalgalerie.

Page 4

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BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
BMW Art Cars Ólafur Elíasson Art Basel Max Hooper Schneider Städel Invites Frank Stella
BMW Art Club **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu
Zaha Hadid Les Rencontres d'Arles Jeff Koons India Art Fair **LONGEVITY** Julie Mehretu
PARTNERSHIP BMW Open Work by Frieze Andy Warhol Lu Yang Preis der Nationalgalerie
Samson Young Bavarian State Opera **CREATIVE FREEDOM** BMW Young Artist Jazz Award
Ken Done **INTERACTION** Premio de Pintura Gallery Weekend Berlin Art Market Budapest
Paris Photo Leelee Chan Art Dubai **SUSTAINABILITY** BMW Photo Award Leipzig
Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

Why Culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, even unsettling sometimes. As corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been involved in hundreds of cultural initiatives worldwide for over half a century, both in the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and as essential for groundbreaking works as it is for major innovations within a business enterprise like ours.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/overview

Instagram: [@BMWGroupCulture](https://www.instagram.com/BMWGroupCulture)

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Media information

Date 12 September 2025

Subject BMW celebrates 25 years of the Preis der Nationalgalerie.

Page 5

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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