

GUGGENHEIM

NEWS RELEASE

Guggenheim Foundation and BMW Group Announce a Major New Global Initiative

BMW GUGGENHEIM LAB

**A Six-Year Program of Traveling Laboratories for
Urban Experiments and Public Programming**

**First Lab Launches in North America in 2011
and Begins a Two-Year Journey to Cities Around the World**

**Atelier Bow-Wow (Tokyo) and Sulki & Min (Seoul) Named
Architect and Graphic Designer for First BMW Guggenheim Lab**

NEW YORK, NY, October 1, 2010 – Richard Armstrong, Director of the Solomon R. Guggenheim Foundation and Museum, and Frank-Peter Arndt, Member of the Board of Management, BMW AG, today announced a long-term collaboration that will span six years of program activities, engage people in major cities around the globe, and inspire the creation of forward-looking concepts and designs for urban life. The initiative will engage a new generation of leaders in architecture, art, science, design, technology, and education, who will address the challenges of the cities of tomorrow by examining the realities of the cities of today.

An innovative movable structure that travels from city to city, the BMW Guggenheim Lab will bring together ambitious thinkers from around the globe and will be a public place for sharing ideas and practical solutions to major issues affecting urban life. There will be three different BMW Guggenheim Labs, each with its own architect, graphic designer, and theme and each traveling to three major cities worldwide. The BMW Guggenheim Labs will travel in separate, consecutive two-year cycles, for a total project period of six years.

Site-specific events and educational programs related to the cycle's theme will include workshops, public discussions, performances, and formal and informal gatherings, which will tie the BMW Guggenheim Lab into the everyday fabric of the city. The BMW Guggenheim Lab will also present the responses of a multidisciplinary team of professionals assembled to study the theme.

The first BMW Guggenheim Lab will be installed in North America in late summer 2011 and will present programming into the fall of 2011, before moving on to the next two cities on its global tour, in Europe and Asia, respectively. At the conclusion of each three-city cycle, a special exhibition will be presented at the Solomon R. Guggenheim Museum in New York, exploring important issues that were raised, addressed, and presented at the BMW Guggenheim Lab's different venues.

The theme for the inaugural BMW Guggenheim Lab will be *Confronting Comfort: The City and You*—how urban environments can be made more responsive to people's needs, how people can feel at ease in an urban environment, and how to find a balance between notions of modern comfort and the urgent need for environmental responsibility and sustainability.

"Our collaboration with BMW brings together three kinds of expertise—an international museum, international design firms, and emerging talents from a number of different fields—for a research-and-development project with almost limitless potential," stated Richard Armstrong. "We cannot predict, and do not want to predict, the outcomes of this open-ended experiment. We do know that it may change every city and community it touches, and point the way toward new possibilities for the urban environment worldwide. We are grateful to BMW for their collaboration on this adventurous project and greatly respect the company's long-standing commitment to design, architecture, and the arts."

"For almost 40 years now, the BMW Group has initiated and engaged in many international cultural cooperations. To us, sustainable commitment in the cultural sector is being aware of our social responsibility whilst preserving absolute creative freedom for our partners," stated Frank-Peter Arndt. "As a company, we are extremely interested in an open-minded and productive dialogue with numerous representatives from art and science. For this reason, we also regard the joint initiative of the BMW Guggenheim Lab as an exciting global platform."

Dr. Uwe Ellinghaus, Director Brand Management BMW, stated, "With the BMW Guggenheim Lab, BMW is significantly broadening its international cultural commitment. We are very proud to cooperate over a longer period of time with a renowned institution such as the Guggenheim. With the knowledge that the challenges of the future can only be tackled together, we look forward to the open, multidisciplinary exchange this project makes possible worldwide."

Launching the BMW Guggenheim Lab

The pioneering Tokyo-based architecture firm Atelier Bow-Wow has been commissioned to design the first BMW Guggenheim Lab, and the Seoul-based firm of Sulki & Min has been announced as the designer of its graphic identity. The firms were selected for their intelligent designs, and for their ability to tackle complex issues with wit and an open mind.

The 5,000-square-foot structure will open at its North American venue in late summer 2011 and host a rich roster of public programming through the fall of 2011. Following this inaugural presentation, the BMW Guggenheim Lab will be dismantled in preparation for installation at the next city on its itinerary.

“Our thinking has always been informed by a sense of wonder at the sometimes surprising ways in which people create spaces that work for them, even within urban situations that look unpromising,” stated Yoshiharu Tsukamoto of Atelier Bow-Wow. “We are grateful, and extremely excited, to have been chosen to participate in the BMW Guggenheim Lab to carry forward these urban investigations into comfort, a theme that is so integral to our own ideas and concerns.”

According to Sulki Choi and Min Choi of Sulki & Min, “We thank the BMW Guggenheim Lab for giving us one of the most productive challenges we have yet encountered as graphic designers. The purpose of the BMW Guggenheim Lab is clear and singular. The expressions of the purpose over the next six years will be multiple and in almost constant flux. Our goal is to give this project a graphic identity that is strong, responsive, and playful.”

In each city, the programs, events, and ideas for the BMW Guggenheim Lab will be developed collaboratively by a different four-member, multidisciplinary BMW Guggenheim Lab Team of early- to mid-career professionals who have been identified as emerging leaders in their fields. The BMW Guggenheim Lab Team members will be nominated by a distinguished Advisory Committee, composed of internationally renowned experts from the creative, academic, and scientific fields, and will work closely with Guggenheim staff to develop the program.

Further details about the project, including the unveiling of the BMW Guggenheim Lab design, the announcement of the cities on the tour, the identification of Advisory Committee and BMW Guggenheim Lab Team members, and programming information will be revealed over the next several months.

The BMW Guggenheim Lab is curated by David van der Leer, Assistant Curator of Architecture and Design, and Maria Nicanor, Assistant Curator, Solomon R. Guggenheim Museum.

David van der Leer stated, “It is more and more essential for museums to bring their architecture and design programming out of the confines of the gallery’s white box and into the realities of everyday urban life. The BMW Guggenheim Lab allows us to zoom out from the design fields to a more expansive, post-disciplinary view of the city, and then back in again on the problems, challenges, and chances offered by urban landscapes around the world.”

Maria Nicanor stated, “The BMW Guggenheim Lab is an invaluable opportunity to bring together local communities with international experts and young talents from a wide variety of fields in order to redefine how we want to live in urban environments today and tomorrow. By establishing a close connection with the neighborhoods it temporarily inhabits, the BMW Guggenheim Lab will become an open place for experimentation and change; for questions and ideas to flourish; for dialogue, and, we hope, for action.”

About Atelier Bow-Wow

Atelier Bow-Wow, architect for the inaugural BMW Guggenheim Lab, was established in Tokyo in 1992 by the husband-and-wife team of Yoshiharu Tsukamoto and Momoyo Kaijima. Best known for its surprising, idiosyncratic, yet highly usable residential projects in dense urban environments, the firm has

developed its practice based on a profound and unprejudiced study of existing cultural, economic, and environmental conditions—a study that led it to propose the term “pet architecture” for the multitude of odd, ungainly, but functional little buildings wedged into tiny sites around Tokyo. Atelier Bow-Wow has also acquired an enthusiastic following through its innovative projects at exhibitions, including the 2010 Venice Biennale (as an official representative of Japan) and the São Paulo Bienal, and at venues such as the Hayward in London, the Neue Nationalgalerie in Berlin, The Gallery at REDCAT in Los Angeles, the Japan Society in New York, and the OK Offenes Kulturhaus Oberösterreich in Linz, Austria. More information about Atelier Bow-Wow can be found at bow-wow.jp.

About Sulki & Min

Sulki & Min, graphic designer for the inaugural BMW Guggenheim Lab, is a partnership established in Seoul by Sulki Choi and Min Choi, who met as MFA students at Yale University in 2001. From 2003 until 2005 they were based at the Jan van Eyck Academie in Maastricht, the Netherlands, where they participated in a research project for the cultural identity of the city of Leuven, Belgium; designed the academy’s various publications and promotional materials; and, with Tamara Maletic and Dan Michaelson, designed the exhibition *Welcome to Fusedspace Database* at Stroom Den Haag. Their first solo exhibition, *Sulki & Min: Factory 060421-060513*, was presented at Gallery Factory, Seoul, in 2006, and received the 2006 Art Award of the Year from the Arts Council Korea. Their second solo exhibition, *Sulki & Min: Kimjinhye 080402-080414*, was held at Kimjinhye Gallery, Seoul, in 2008. More information about Sulki & Min can be found at sulki-min.com.

About the Solomon R. Guggenheim Foundation

Founded in 1937, the Solomon R. Guggenheim Foundation is dedicated to promoting the understanding and appreciation of art, primarily of the modern and contemporary periods, through exhibitions, education programs, research initiatives, and publications. Currently the Solomon R. Guggenheim Foundation owns and operates the Guggenheim Museum on Fifth Avenue in New York and the Peggy Guggenheim Collection on the Grand Canal in Venice, and provides programming and management for the Guggenheim Museum Bilbao. The Deutsche Guggenheim in Berlin is the result of a collaboration, begun in 1997, between the Guggenheim Foundation and Deutsche Bank. In 2013, the Guggenheim Abu Dhabi, a 452,000-square-foot museum of modern and contemporary art designed by Frank Gehry, will open on Saadiyat Island, adjacent to the main island of Abu Dhabi city, the capital of the United Arab Emirates. More information about the Foundation can be found at guggenheim.org.

About BMW’s Cultural Commitment

BMW’s cultural program is involved in more than 100 projects worldwide and has been a key element of corporate communications for almost 40 years. This cultural engagement focuses on contemporary and modern art as well as classical music, jazz, architecture, and design. The BMW Group has also been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years. In 1972 three large-scale paintings by Gerhard Richter were created specifically for the foyer of the BMW Group’s Munich headquarters. Since then artists ranging from Andy Warhol and Roy Lichtenstein to Olafur Eliasson, Thomas Demand, and Jeff Koons have collaborated with BMW. Moreover, the company has commissioned renowned architects such as Karl Schwanzer, Zaha Hadid, and Coop Himmelb(l)au for the construction of its central buildings and plants. The company guarantees absolute creative freedom

in all the cultural activities it is involved in—as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business. More information about BMW’s cultural commitment can be found at bmwgroup.com/culture.

For the complete press kit go to guggenheim.org/new-york/press-room/releases/press-kits

For publicity images go to guggenheim.org/new-york/press-room/press-images

User ID = photoservice, Password = presspass

To view the October 1, 2010, BMW Guggenheim Lab press conference at the Solomon R. Guggenheim Museum, New York City, go to guggenheim.org/livepressconference.

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Richard Armstrong
Director, Solomon R. Guggenheim Foundation and Museum

Richard Armstrong joined the executive staff as Director of the Solomon R. Guggenheim Foundation and Museum in November 2008. Mr. Armstrong focuses on the pivotal role of the New York museum and its collection while also providing leadership and management for the four other institutions in the Guggenheim network. One of Mr. Armstrong's principal priorities is his stewardship of the development of the Guggenheim Abu Dhabi, scheduled to open in 2013.

Mr. Armstrong works with senior staff to maximize all aspects of the Foundation's operations: its permanent collections, exhibition programs, loans, acquisitions, documentation, scholarship, and conservation. Additionally, he works with the Foundation's Development Department to build the collections by securing new sources of funding and pursuing global corporate development opportunities for both the Foundation and the New York museum.

Prior to his appointment, Mr. Armstrong was the Henry J. Heinz II Director of the Carnegie Museum of Art, where he had also served as Chief Curator and Curator of Contemporary Art. From 1981 to 1992 he was a curator at the Whitney Museum of American Art, where he organized four biennials, as well as an exhibition on Richard Artschwager's work and *The New Sculpture 1965–75*. He previously served as a curator at the La Jolla Museum of Contemporary Art, California.

Mr. Armstrong, who grew up in Kansas City, Missouri, graduated from Lake Forest College in Illinois with a BA in art history. He also studied at the Paris-Sorbonne University and the University of Burgundy in Dijon.

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Atelier Bow-Wow

Atelier Bow-Wow is a Tokyo-based firm founded by Yoshiharu Tsukamoto and Momoyo Kaijima in 1992. The pair's interest lies in diverse fields, ranging from architectural design to urban research and the creation of public artworks. The practice has designed and built more than 20 houses, museums, and commercial buildings, primarily in Tokyo. In recent years it has expanded its work internationally to France, Denmark, and the United States.

Best known for its work in dense urban environments, the firm has developed its practice based on the study of existing cultural, economic, and environmental conditions—a study that led it to propose the term “pet architecture” for the multitude of odd but functional little buildings wedged into tiny sites around Tokyo.

Atelier Bow-Wow's “micro-public-spaces,” experimental devices that propose a new concept of public space, have been exhibited across the world, at exhibitions including the 2010 Venice Biennale (as an official representative of Japan) and the São Paulo Bienal, and at the Hayward Gallery in London, Neue Nationalgalerie in Berlin, the Gallery at REDCAT in Los Angeles, Japan Society in New York, and OK Offenes Kulturhaus Oberösterreich in Linz.

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Maria Nicanor

Assistant Curator, Solomon R. Guggenheim Museum

Maria Nicanor joined the curatorial staff of the Guggenheim in October 2005. Among the exhibitions she has worked on at the museum are *Spanish Painting from El Greco to Picasso*, named Best Historical Show for 2006–07 by the United States section of the International Association of Art Critics (AICA USA); *Cy Twombly* for the Guggenheim Museum Bilbao; *Frank Lloyd Wright: From Within Outward*, named Best Architecture/Design Show for 2008–09 by AICA USA; *Contemplating the Void: Interventions in the Guggenheim Museum*; and, most recently, *Color Fields* for the Deutsche Guggenheim in Berlin. Ms. Nicanor is a regular contributor to the contemporary art magazine *Exit Express*. She holds a BA in art history from the Autonomous University of Madrid and Paris-Sorbonne University; an MA in museum studies from New York University; and a PhD (ABD) from the Autonomous University of Madrid, with a focus on architectural history and theory.

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Sulki & Min

Sulki Choi and Min Choi are graphic designers based in Seoul. They met in 2001 at Yale University, where they received MFAs in graphic design. Since then they have worked together on various commissioned and self-initiated projects. From 2003 to 2005 they were researchers at the Jan van Eyck Academie in Maastricht, the Netherlands. Since returning to Seoul, they have collaborated with Arts Council Korea, Festival Bo:m, Gyeonggi Museum of Modern Art, and many contemporary Korean artists and writers.

Sulki & Min have exhibited at the Frankfurter Kunstverein, Insa Art Space, International Biennial of Graphic Design Brno, Anyang Public Art Project, Ningbo International Poster Biennial, Arko Art Center, Platform Seoul, and Graphic Design Festival Breda. They had their first exhibition, *Sulki & Min: Factory 060421-060513*, at Gallery Factory, Seoul, in 2006, for which they received the Art Award of the Year from Arts Council Korea. Their second exhibition was held at Kimjinhye Gallery, Seoul, in 2008.

Sulki Choi currently teaches at the Kaywon School of Art and Design, and Min Choi at the University of Seoul.

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David van der Leer**Assistant Curator of Architecture and Design, Solomon R. Guggenheim Museum**

David van der Leer joined the Guggenheim in October 2008. Prior to that, he held editorial and curatorial positions at 010 Publishers in Rotterdam; the Office for Metropolitan Architecture (OMA) in Rotterdam; and Steven Holl Architects in New York. At the Guggenheim, he has worked on the exhibitions *Frank Lloyd Wright: From Within Outward* and *Contemplating the Void: Interventions in the Guggenheim Museum*. Mr. van der Leer has lectured internationally on architectural theory and is a regular contributor to publications such as *Domus*, *Bomb*, *Mark*, *The Architect's Newspaper*, *Azure*, and *PIN-UP*. He received his master's degree in urban and architectural theory from the department of art and cultural sciences at Erasmus University Rotterdam.

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BMW GUGGENHEIM LAB Fact Sheet

Project	A major, long-term global collaboration between the Solomon R. Guggenheim Foundation and BMW Group. The BMW Guggenheim Lab is BMW's most ambitious and largest cultural co-initiative to date.
Mission	The goal of the BMW Guggenheim Lab is to inspire the creation of forward-looking designs for urban living by creating a multidisciplinary platform that encourages dialogue across architecture, art, design, education, science, and technology. Bringing together audiences with ambitious thinkers from around the globe, the BMW Guggenheim Lab will be a place to playfully explore and innovatively address the challenges of the cities of tomorrow while focusing on the local realities of the cities of today.
Curators	David van der Leer, Assistant Curator of Architecture and Design, and Maria Nicanor, Assistant Curator, Solomon R. Guggenheim Museum
Co-Initiator	BMW Group
Process	<p>There will be three distinct BMW Guggenheim Labs, each with its own architect, graphic designer, and theme. Each BMW Guggenheim Lab will travel to three major cities worldwide. The BMW Guggenheim Labs will travel in separate, consecutive two-year cycles, for a total project period of six years.</p> <p>In each city, a multidisciplinary BMW Guggenheim Lab Team, composed of four early- to mid-career professionals who have been identified as emerging leaders in their fields, will convene to develop ideas around the cycle's theme and, in conjunction with Guggenheim staff, design a rich roster of public programming. A distinguished Advisory Committee, comprised of internationally renowned experts from the creative, academic, and scientific fields, will select the members of each BMW Guggenheim Lab Team.</p>
Inaugural Tour	The BMW Guggenheim Lab will begin its first tour in North America.

Dates	The first BMW Guggenheim Lab will open in North America in late summer of 2011 and will present programming into the fall of 2011, before moving on to the next two cities on its global tour, in Europe and Asia, respectively.
Theme	The theme for the first BMW Guggenheim lab will be <i>Confronting Comfort: The City and You</i> —how urban environments can be made more responsive to people’s needs, how people can feel at ease in an urban environment, and how to find a balance between notions of modern comfort and the urgent need for environmental responsibility and sustainability.
Programming	<p>The BMW Guggenheim Lab will house an ongoing, visually rich installation featuring the BMW Guggenheim Lab Team’s responses to the theme. The installation will be developed by the team, together with the Guggenheim. An accessible and exciting program of daily events, such as workshops, public discussions, performances, and formal and informal gatherings, which will tie into the everyday fabric of the city, will also be developed.</p> <p>At the conclusion of each three-city cycle, a special exhibition will be presented at the Solomon R. Guggenheim Museum in New York, exploring important issues that were raised, addressed, and presented at the BMW Guggenheim Lab’s different venues.</p>
Structure	The BMW Guggenheim Lab will be a low-impact and sustainable structure of approximately 5,000 square feet, which will include spaces for public programs, an ongoing installation of the BMW Guggenheim Lab Team’s ideas, and a café.
Architect	Atelier Bow-Wow, Tokyo (for the first three-city cycle).
Graphic Designer	Sulki & Min, Seoul (for the first three-city cycle).
Admission	Admission and all public programs will be free.

To view the October 1, 2010, BMW Guggenheim Lab press conference at the Solomon R. Guggenheim Museum, New York City, go to guggenheim.org/livepressconference.

For the complete press kit, go to guggenheim.org/new-york/press-room/releases/press-kits

For publicity images, go to guggenheim.org/new-york/press-room/press-images

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About the Solomon R. Guggenheim Foundation

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The BMW Group's commitment to culture

The BMW Group's cultural programme sponsors more than 100 events worldwide and has been a key element of corporate communications for almost 40 years. The company guarantees absolute creative freedom in all cultural activities it is involved in – as this is just as essential for ground-breaking artistic work as it is for major innovations in a successful business. Cultural involvement at the BMW Group focuses on contemporary art as well as music, architecture and design.

The BMW Group and contemporary art

In 1972, three large-scale paintings commissioned by the BMW Group, entitled "Red", "Yellow" and "Blue", were completed by the artist Gerhard Richter specifically for the new foyer of the Group's Munich headquarters. This was when BMW first became involved in cultural affairs. It was Hervé Poulain who had the idea for the first BMW Art Cars – all of which competed in races. The BMW Group also established partnerships with local museums and theatres as part of its recruitment programme for qualified employees for its new plant in Dingolfing.

Contemporary art is a major focal point of its cultural sponsorship. The following are just a few examples: The 16th BMW Art Car, created by Olafur Eliasson, was unveiled in 2007. The "AutoWerke" photo collection, featuring works by Thomas Demand, Thomas Struth, Candida Hofer, Rineke Dijkstra and others, was presented as a gift to the Museum of Fine Arts in Leipzig to mark the opening of the new BMW plant in 2005. The prize awarded by the Nationalgalerie Berlin, the "Prix BMW" at the Paris Photo fair and the "Premio de Pintura" in Spain all aim to promote young art. BMW is or has been a sponsor at the main art exhibitions, where it also provides VIP shuttles.

The BMW Group also works together with prominent contemporary artists when it launches new products. It also sponsors the formats of numerous museums worldwide. For almost 20 years now employees have displayed their own works of art in the "Gallery 71" at BMW headquarters. The BMW Group also sponsors an exhibition room at the Munich Academy of Fine Arts where students curate their own works and installations. Rather than always presenting modern and contemporary art in the same way, the aim of the collection is to focus specifically on each location, enabling emerging art to be displayed outside of the market environment.

BMW Group and music

The BMW Group was very proud to be involved in "Spielmotor e.V." – one of the very first partnerships between the public and private sector in Germany back in 1979. Its objective was "to initiate and organise cultural events in Munich". Spielmotor incorporated the "Munich Biennale for New Music Theatre" in its programme in 1988, the SPIELART theatre festival in 1995 and the "DANCE" festival of contemporary dance in 1998. The company embraces its social responsibility in the cultural field and strives to promote projects from all areas of artistic expression worldwide.

The award-winning "Opera for All" project was launched in 1997 in close collaboration with the Bavarian State Opera. With more than 20,000 visitors every year, it has become what Munich's Lord Mayor Christian Ude has called "a civil right for every citizen of

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Munich". According to current General Music Director Kent Nagano: "The Bavarian State Opera is the first opera house to use a new approach like 'Opera for All' to make itself more accessible to a broader public."

In 2007 the format was established in Berlin in conjunction with the Staatsoper Unter den Linden under the name "State Opera for All". The General Music Director of the Staatsoper Unter den Linden, Daniel Barenboim, sees it primarily as a "thank you" for audiences. The event series was recognised by the FASPO Sponsorship Association in Hamburg and nominated as "Cultural Brand of the Year" in 2008.

The BMW Group also works closely with the Munich Chamber Orchestra to host the contemporary music series, "Nachtmusik der Moderne". Since 1998, the musica viva BMW composition prize worth some EUR 25,000 has been awarded to young composers jointly with the Bavarian Radio Broadcasting Company, every two years.

The company also supports jazz festivals in Slovakia, Mexico, Lebanon, South Africa and Germany as well as the "Jazz at the Castle" concert series held in Prague. The EUR 15,000-BMW Welt Jazz Award and the BMW Jazz Club, Poland are further examples of the company's involvement in this field – as are BMW's own in-house initiatives, such as the Dixi-Drivers, the BMW Men's Choir and the BMW Chamber Orchestra, which have provided an outlet for employees' musical talents for decades.

BMW Group and architecture

The company already showed its predisposition to an innovative and dynamic style of construction when Karl Schwanzer built the Group's headquarters, known as the "four cylinder building", back in 1972. This was later continued with ground-breaking buildings designed by Zaha Hadid, in Leipzig, and by Coop Himmelb(l)au at the BMW Welt in Munich. In 1986 the Research and Innovation Centre (FIZ) became one of the automobile industry's most cutting-edge design buildings. Construction was completed when the extension known as the "project house" was added in 2004 by Henn Architekten of Munich.

The company is also raising the architectural bar at its other locations and enforcing the high standards of presentation it aspires to. Both the Rolls-Royce head office and Goodwood plant were built by Sir Nicholas Grimshaw. A harmonious unity of design and function is also achieved by the BMW Welt's architectural concept. The BMW Group's active role in promoting innovative young architects is evident in the highly popular Concours d' Architecture held in France since 1988. All of France's 24 architecture academies take part in this architecture competition sponsored by the French Ministry for Culture and Communications.

BMW Group and design

BMW can look back on nearly one hundred years of design by people, for people. In close cooperation with the Pinakothek der Moderne in Munich, a wall and film installation entitled "The Art of Car Design" was created for the "Neue Sammlung", earning the prestigious "Gold Award" in 2003. In 2006, the BMW Group founded its third international design studio, Designworks, as an independent subsidiary. Designworks provides design strategy, research, design development, sustainability consulting, brand communications,

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and color, materials, and finish to many of the world's brands. In 2008, the BMW Museum reopened and now invites the public to explore BMW's history and the synthesis of architecture and design through 125 original exhibits displayed in 25 exhibition areas. BMW is also active in a large number of international design-related discussion forums and exhibitions, such as the Concorso d'Eleganza Villa d'Este held at Lake Como, that offer further opportunities for an exchange of views between experts and public.

www.bmwgroup.com/culture

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BMW Cultural Communications. Contents and Programs.



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BMW Cultural Communications. International Involvement.



BMW Cultural Communications. Contemporary Art.



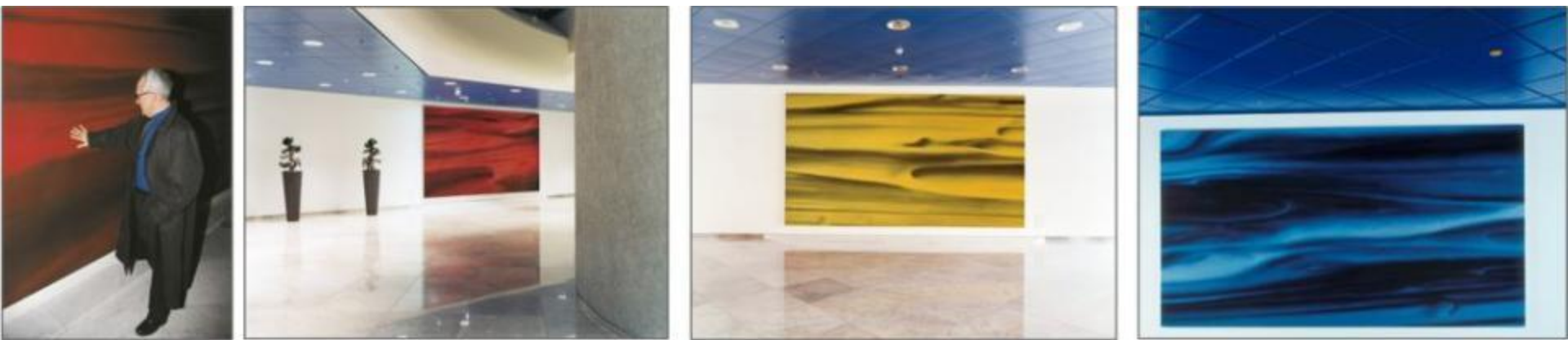
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BMW Cultural Communications.

Red.Yellow.Blue. by Gerhard Richter.



- In 1972, the BMW **Group** commissioned Gerhard Richter to produce paintings for the lobby of its newly built headquarters in Munich
- Gerhard Richter created three large (3 x 6 m) monochromatic oil paintings based on monumental enlargements of brushstrokes titled Red, Yellow and Blue
- The period during which the works were realized was a crucial one within the artist's œuvre: painted shortly after his 48 Portraits (1971-72) and a year before 256 Colors (1974) Richter's paintings were executed during one of the artist's most experimental stages
- The artworks are among the largest Richter ever made

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BMW Cultural Communications. Spielmotor e.V. and SPIELART.

- Private-public-partnership with the city of Munich since 1979
- Since 1987: Cooperation with the „Munich Biannual Festival of Contemporary Musical Theatre“
- Since 1995: Spielmotor has organised and financed the international theatre festival SPIELART
- Since 1998: Cooperation with „DANCE – Munich Festival of Contemporary Dance“



SPIELART



Eine Initiative der
Stadt München
und der BMW Group

BMW Cultural Communications. International Festivals.



Festival de México in the historic city centre. (www.festival.org.mx)

- 3-week culture festival in the old part of Mexico City
- Events in the categories classical concerts, dance, theatre, some featuring internationally renowned artists
- BMW Mexico partner of the festivals since 1995

Spoletto Festival in Charleston, South Carolina / USA. (www.spoletousa.org)

- Festival of dance, theatre, opera, classical concerts etc., founded in 1977
- Performances by established and talented young artists alike
- The BMW Spartanburg plant has been a partner since 2001, focussing on programmes for the sponsoring of young talent within the framework of the festival

The Lichfield Festival. (www.lichfieldfestival.org)

- Largest, most important, most popular and most variegated festival in the West Midlands
- Classical concerts, dance, theatre, film, jazz, literature and art
- BMW Hams Hall plant has been “principal partner” of the festival since 2004

Bangkok’s International Festival of Dance & Music.

(www.bangkokfestivals.com)

- Since 1999, the festival has featured international performances by the most well-known artists from opera, ballet, symphony concerts, dance theatre and jazz
- BMW Thailand as partner

Baltic Sea Festival.

- Annual festival of Classical Music with conductors like Daniel Barenboim, Valery Gergiev and Esa-Pekka Salonen in Stockholm
- Partner since 2007



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Driving Pleasure

BMW Cultural Communications. euro-scene Leipzig.

Leipzig **euro-scene** Festival zeitgenössischen europäischen Theaters

- Cultural turntable between Western and Eastern Europe since 1991, with the BMW Leipzig plant as principal partner of the progressive theatre festival since 2004
- The objective is to detect new trends and to focus on time-related and social issues
- Ensembles invited are predominantly young, innovative new artists
- Extensive and exciting supporting programme relating to the festival, with discussions, workshops and films



BMW Cultural Communications. German Nationalgalerie Award.

- Initiated in 2000 by the Society of Friends of the Nationalgalerie
- Showcases young artists living in Germany
- Most highly remunerated museum award for contemporary art in Germany (€50,000)
- Announcement of shortlist: Every two years at the end of September at BMW Kurfürstendamm
- Exhibition of award-winners' works at the Hamburger Bahnhof



BMW Cultural Communications. Leipzig International Art Programme (LIA).



- Programme is aimed at the procurement of the significance of art and culture by means of worldwide lectures, conferences, exhibitions and an Artist in Residence programme incorporating four art studios
- Sponsored by BMW since 2007
- The “Spinning Mill” is one of the most significant art locations in Leipzig and enjoys an international reputation, not least due to the prominence of the “Leipziger Schule” (“School of Leipzig”)



BMW Cultural Communications.

Premio de Pintura.



- Since 1986 annual competition for paintings by young Spanish artists and artists living in Spain
- Prize awarded in three categories:
 - Winner of the Premio de Pintura, prize money €35,000
 - Mario Antolín Grant for Aid to Pictorial Research for the youngest artist from the 32 finalists, prize money €9,000
 - Youngest Talent Award for children between 8 and 12 years of age, prize money €4,000
- To honour the prize winners, Queen Sofia organises a charity concert of the foundation “Mundo en Armonia”,
patron: Princess Irene de Grecia

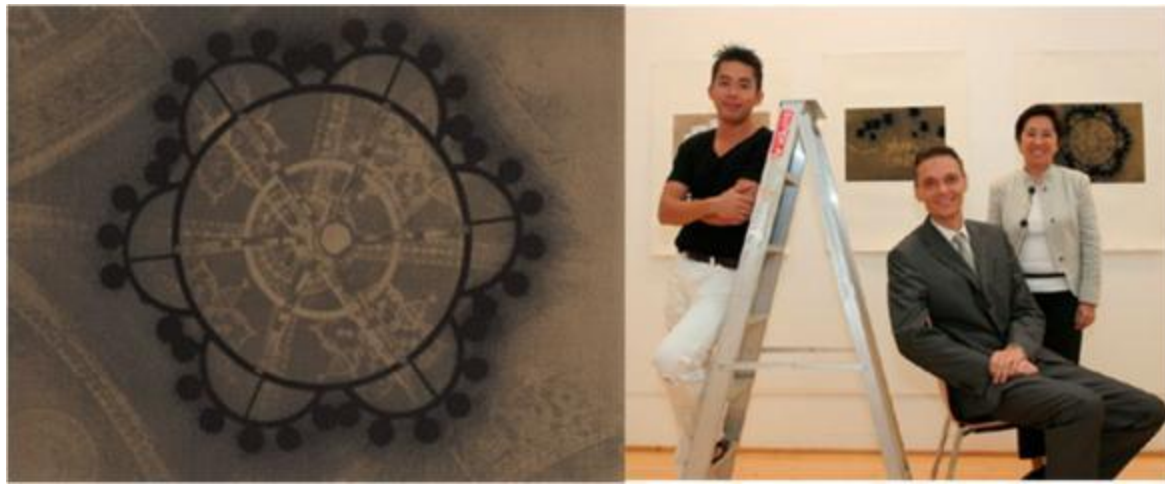


BMW Cultural Communications.

BMW Young Asian Artists Series.

Every two years the BMW Young Asia Artists Series sponsors young artists from Asia and South East Asia in collaboration with the Singapore Tyler Print Institute (STPI)

- Financing of a two-week stay in Singapore, during which various works of art are created which are then released to the public, exhibited and sold
- Singapore Tyler Print Institute (STPI) produces, exhibits, promotes and sells these works of art



BMW Cultural Communications. International Art Fairs.



Frieze Art Fair.

- BMW has provided the official shuttle fleet since 2005
- 2007: Frieze Films

Paris Photo.

- since 2002: sponsoring of the international most significant photography fair
- “Prix BMW”: prize money €12.000



Bazaar Art Fair Indonesia.

Joburg Art Fair Johannesburg.

Art Basel / Art Basel Miami Beach 2002-2007.



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BMW Cultural Communications. AkademieGalerie.

- Sponsorship of the AkademieGalerie at the tube station “Universität” by the BMW and the cultural department of the city of Munich since 1996
- Concept: Exhibition platform for selected students of the Munich Academy of Fine Arts
- Sponsorship of young, innovative and creative formats
- Annual purchase by BMW of works of art completed by graduating classes of the academy
- 2004: Significant involvement in the restoration of the premises



BMW Cultural Communications. Berlin Biennale.



- Berlin Biennale for Contemporary Art: One of the world's most important biannual festivals
- Since 2006: BMW as "Principal Partner"
- International curator workshop in collaboration with the Allianz Cultural Foundation
- Ticket allocations for employees, VIP shuttle, production vehicles



BMW Cultural Communications. Independent Collectors.



- BMW as Global Partner of Independent Collectors, the worldwide first Community for art collectors
- Meanwhile more than 2.500 members from 70 different nations
- Joint development of attractive contents (short film, online-exhibitions)
- www.independent-collectors.com

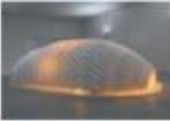


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BMW Cultural Communications.

BMW Art Car Collection.

- 1975:** First BMW Art Car by Alexander Calder
- Further racing cars by Frank Stella 1976,
Roy Lichtenstein 1977, Andy Warhol 1979
- 1980s:** The series is complemented by series production vehicles exhibitions at leading museums worldwide
- 1999:** 15th BMW Art Car by Jenny Holzer: a return to the racing car tradition
- 2005/06:** 30 year anniversary
- 2006-2010:** Worldwide tour across Asia, Australia, USA, Japan, Europa etc.
- 2007:** 16th BMW Art Car by Olafur Eliasson
- 2010:** 17th BMW Art Car by Jeff Koons



BMW Cultural Communications.

Art Project Petuelpark.

2004.

Opening of the “Art Project Petuelpark“

- Contemporary sculptures
- Innovative landscaping
- BMW as “partner“:
 - Light art installation by Dietmar Tanterl
 - KUBUS exhibition pavilion of the municipal gallery at the Lenbachhaus
- Commitment to the Munich location
- Culture for citizens and guests in Munich



BMW Cultural Communications.

Donation “AutoWerke“.

1997:

- BMW Financial Services commissions 28 internationally renowned photographers such as Thomas Demand, Candida Höfer, Wolfgang Tillmans, Thomas Struth, Sharon Lockhart or Rineke Dijkstra
- The artists received access to production facilities worldwide
- The collection comprises 75 photographic and video works

2000 / 2001:

- Exhibition at the Deichtorhallen in Hamburg

April 2005:

- Donation to Dr. Hans-Werner Schmidt, director of the Museum of Fine Arts in Leipzig, by CFO Stefan Krause



BMW Cultural Communications. Classical Music.



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BMW Cultural Communications.

Opera for all Munich / State Opera for all Berlin.

- “Opera for all”: In collaboration with the Bavarian State Opera House since 1997, partner for the Munich Opera Festival and the Opera Ball since 2007
- “State Opera for all”: Collaboration with the State Opera House Unter den Linden since 2007, patron: Klaus Wowereit
- Open air live transmission of a performance
- Open air live concert
- Showcase for successful cooperation between industry and culture (Faspo prize 2008; Cultural Brand of the year 2008)

Unique characteristics:

- no firmly installed seating, free admission: “picnic atmosphere”
- well-known cast
- proportionally low representation of category “opera” at open air events
- no comparable event format in Munich/Berlin



BMW Cultural Communications.

Partnerships with international opera houses and international festivals.



Opera Ireland, Dublin.

- Partnership with BMW Ireland since 1990
- Sponsorship of spring and autumn festivals
- Collaboration between PR and Marketing

Bolshoi Theater Moskau.

- BMW Russia as “official car” since 2004
- In addition, partnerships for the sponsorship of premieres



Teatro alla Scala, Mailand.

- BMW Italia partner since 2002
- Vehicle service for the executive team and VIP guests
- Partner of the first premiere of the season

RuhrTriennale.

- BMW branch Essen Partner since 2005
- Vehicle service for the executive team and VIP guests

BMW Cultural Communications. The Hamburg Philharmonic Hall.

- since 2002 partner of Laeiszhalle Hamburg
- Elbphilharmony as new landmark of Hamburg built on tip of Sandtor harbour
- Building complex comprises three concert halls, a hotel with conference areas, clubs, restaurants and apartments
- Entire building is planned to be finished in 2011
- Complex is design by the Swiss team of architects, Herzog & de Meuron
- Driven by the Hamburg Musik gGmbH
- BMW as first main sponsor with long-term engagement for the concert hall



BMW Cultural Communications.

Nachtmusik der Moderne / Concert Sauvage.

Nachtmusik der Moderne.

- BMW partner since 2003
- Series of concerts in the Rotunde of the Pinakothek der Moderne featuring the Munich Chamber Orchestra
- Three contemporary composer portraits each season
- Before and during the concert intermission: exhibition rooms on the ground floor and in the basement freely accessible to audience

Concert Sauvage.

- BMW partner between 2007 - 2008
- Once a year at the Prinzregententheater
- Programme not announced until the same evening



BMW Cultural Communications.

BMW musica viva Composition Prize.

- Initiative of the Bavarian Broadcasting Service and the BMW
- Since 1998: International invitation every two years to compete for the BMW Composition Prize
- Prize money: €25.000, distributed amongst first three places plus a sponsorship prize
- First showing of award-winning works within the framework of the musica viva series of events



BMW Cultural Communications.

Jazz Events.

Jazz at the Castle, Prague.

- Jazz concerts at Prague castle
- 12 concerts per season for an audience of 300-400
- BMW Czech Republic as partner



BMW Welt Jazz Award.

- To be presented for first time in 2009, then annually
- Renowned jury of experts to offer the award
- Prize money: 1st place: €10.000 / 2nd place: €5.000
- Audience participation through awarding of an audience's prize
- Finalists compete in a concert at the BMW Welt auditorium



Sponsorship of other Jazz festivals in Slova Mexico, Beirut, Southafrica and Germany



BMW Cultural Communications.

BMW Jazz Club Poland.

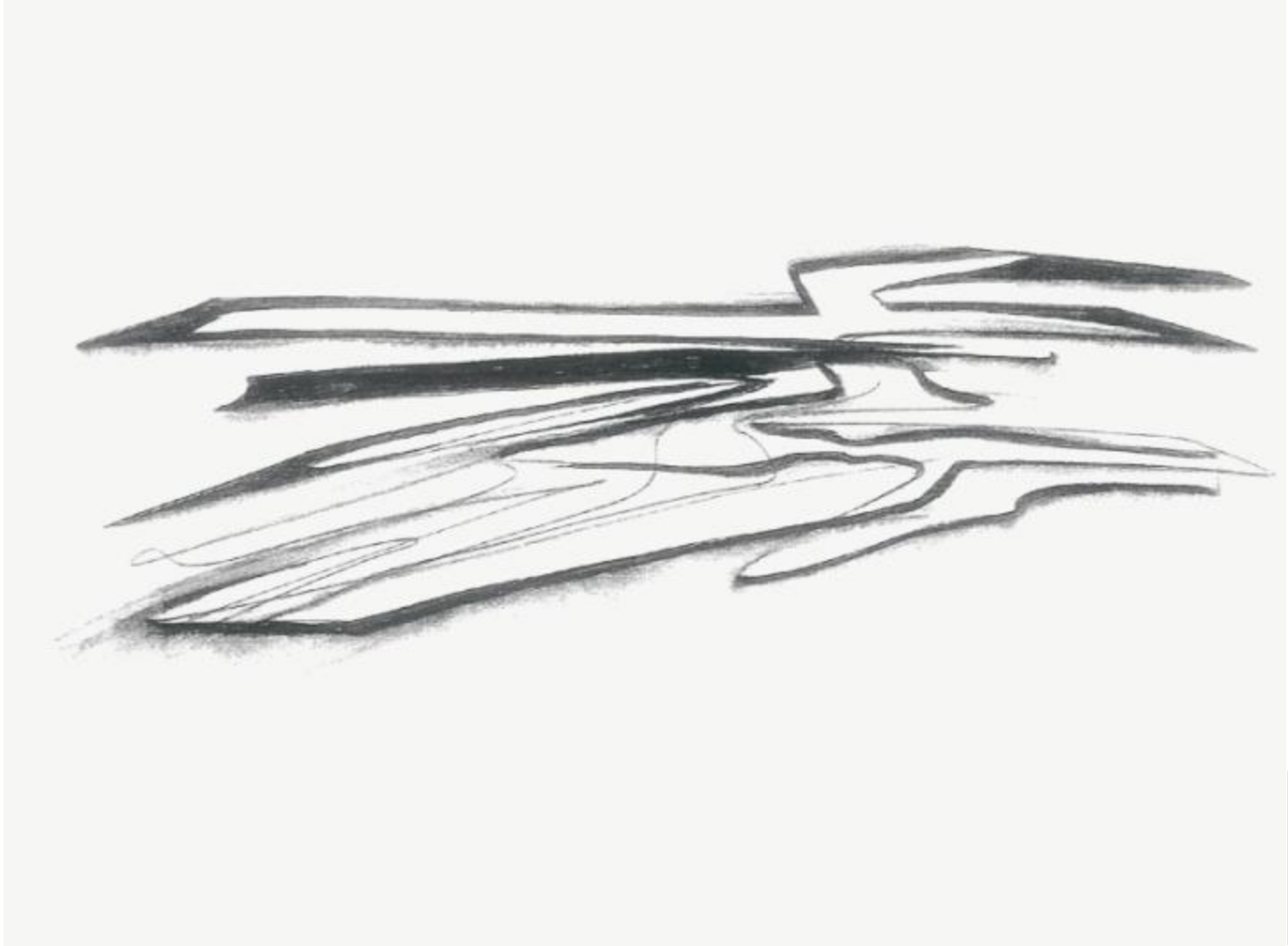


- Sponsored by BMW since 2006
- BMW Jazz Club as an initiative of BMW Poland
- contemporary jazz and related music
- Concerts and recordings by Polish and world-famous musicians
- The brainchild of the BMW Jazz Club was initiated during the BMW 7 Series launch in 2005: Anna Maria Jopek, the most famous Polish Jazz singer, gave a concert



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BMW Cultural Communications. Architecture and Design.



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BMW Cultural Communications. Architectural Presentation.



- BMW focuses on innovative design for its external architectural presentation
- 1972: Company headquarters in Munich by Karl Schwanzer (1918-1975)
- 2005: Opening of the BMW plant central building in Leipzig designed by Zaha Hadid
- Coop Himmelb(l)au team of architects constructs BMW Welt (opened 2007)
- International involvement of the BMW in projects, at exhibitions and competitions
- Hadid retrospective at Guggenheim New York, 2006



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BMW Cultural Communications. BMW Museum.



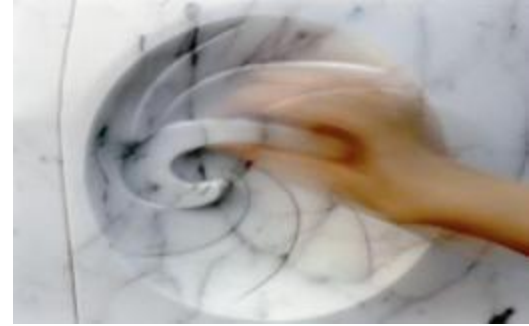
- Karl Schwanzer, architect of the BMW Four Cylinder Building, already planned 1973 the so called „Museum Bowl“
- 19th June 2008: Opening of the enlarged BMW Museum (exhibition space extended on more than 5.000 ca) for changing and permanent exhibitions
- On display: BMW automobiles from over 9 decades (style icons, trendsetting BMW models and motorbikes)
- Design and development facets of the BMW brand's 90 years long history with more than 120 original exhibits in 25 exhibition areas
- Furthermore the BMW Museum shelters the legendary BMW Art Cars



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BMW Cultural Communications.

Art of the Car Design.



- 2003:
Wall sculpture and film installation by Bangle in the New Collection of the Pinakothek der Moderne Munich
- A 120 square metres sculptured surface rises from a marble relief consisting of five blocks totalling 14 metres in width and two metres in height. The entire wall installation measures 10 x 14 metres
- “Gold Award” of the Industrial Designer Society of America (IDSA) for the universally valid statement on the art of design



BMW Cultural Communications. BMW Group Design Talk.

- Since 2003: panel discussion “BMW Group Design Talk Villa Erba”
- Within the framework of the well-established Concorso d’Eleganza at Lake Como
- Renowned designers and experts on stage
- Exclusive press event: international journalists, VIP guests



BMW Cultural Communications.

Art and Design: Marketing cooperations.

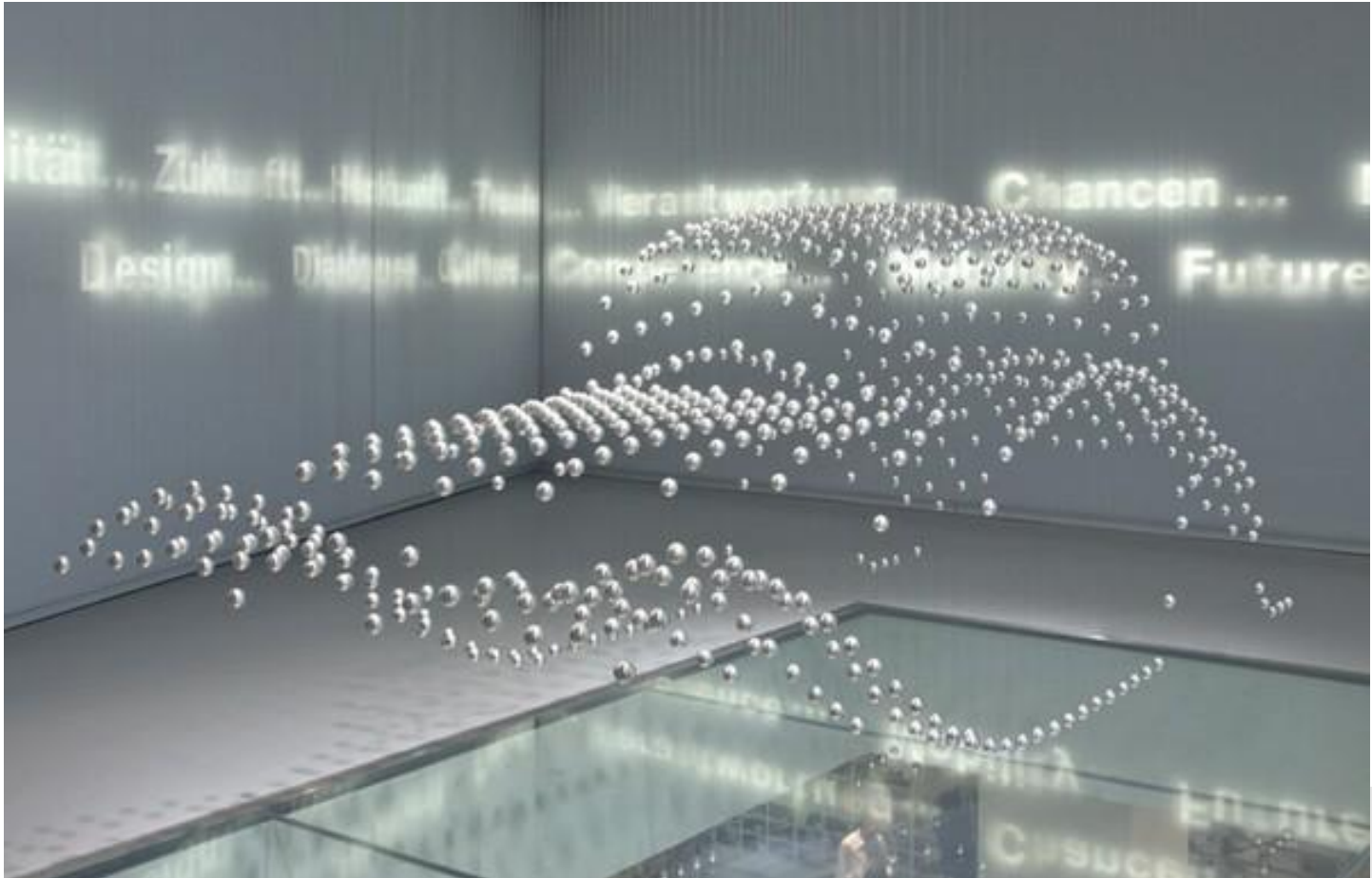


- Launch of new automobiles: Collaboration with internationally reputed artists, photographers and designers (such as Robin Rhode, Rankin, Theo Jansen)
- Innovative film projects (“The Hive”) and product placement
- 2009: the street-art artist Robin Rhode and Jake Scott interpret of the new BMW Z4 Coupé
- Action: „Expression of Joy“
- Intense collaboration between designers and BMW Marketing

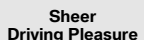
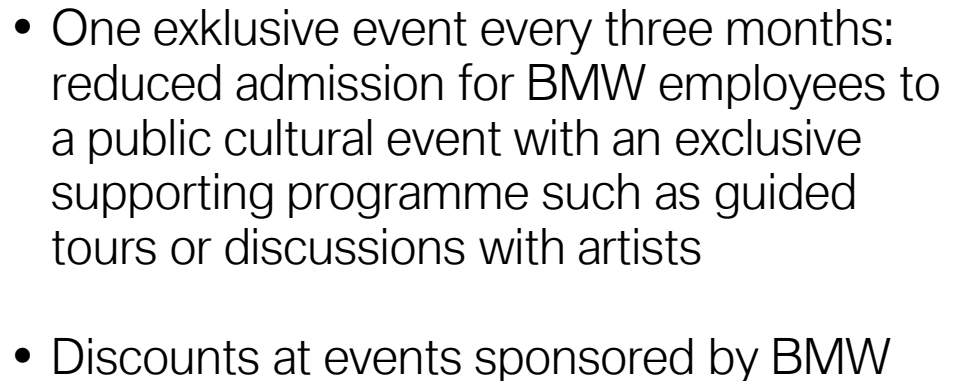
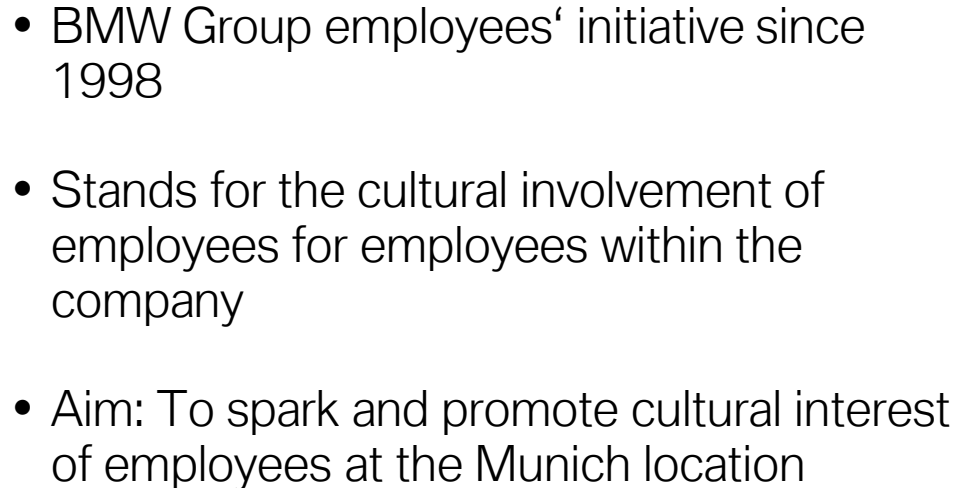


BMW Cultural Communications.

Culture within the company.



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BMW Cultural Communications. Galerie 71.

- Founded in 1989 as an art and culture forum for employees at the BMW Munich plant
- Presentation of works completed by employees, senior employees and guests
- Space on one floor for around 30 exhibits
- Exhibitions change every 4 months
- Fostering of BMW Group employees' creativity
- Balance between work and leisure
- Enrichment of corporate culture



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BMW Cultural Communications.

Dixi Drivers, BMW Male-Voice Choir and BMW Orchestra.

Dixi Drivers

- Established in 1983 by the clarinet player Werner Grün as a BMW-Band
- Most of the band members are employees of BMW in Munich
- Dixi Drivers as an obvious name for a Dixieland-band as DIXI being the first BMW automobile



BMW Male-Voice Choir

- Since 1979 with 30 members
- Directed by professional conductors
- Broad musical repertoire – from clerical music over folksongs to musical melodies

BMW Chamber Orchestra

- Since 1996
- 6-8 concerts p.a. during in-house events and in churches in Munich and Dingolfing etc.
- Repertoire includes compositions from Barock to Modern



Thank you for your kind attention!

www.bmwgroup.com/culture

