



Media Information
November 2011

The BMW Guggenheim Lab and BMW i at Art Basel Miami Beach.

BMW supports the international art show.

Miami/Munich, November 24, 2011. The 10th edition of Art Basel Miami Beach, the most prestigious art show in the Americas, takes place from December 1st to 4th. More than 260 leading galleries from North America, Europe, Latin America, Asia and Africa will showcase works by more than 2,000 artists of the 20th and 21st centuries. This year, BMW will be in the show and also be in attendance as a guest with the BMW Guggenheim Lab. In addition, the carmaker will provide the VIP car service for visitors.

On Tuesday November 29th from 7 to 9 p.m. BMW and Art Basel Miami Beach will host a VIP reception to celebrate the BMW Guggenheim Lab. Those attending the event are invited to become acquainted with the six-year initiative launched by BMW and the Guggenheim Museum and Foundation. During its tour, the Guggenheim Lab, an urban think tank and public research laboratory for the exploration of innovative ideas and concepts for mega-cities, will travel to a total of nine cities worldwide.

Annette Schönholzer and Marc Spiegler, co-directors of Art Basel and Art Basel Miami Beach: “Art Basel and Art Basel Miami Beach are pleased to continue the long partnership with BMW. BMW’s involvement in the art world has been ongoing on all continents for many years now.”

“From the very beginning, BMW has participated in Art Basel Miami Beach,” comments Dr. Uwe Ellinghaus, Head of Brand Management at BMW and BMW Group Marketing Services. Our commitment has absolutely nothing to do with blatant logo placement. At the reception, we will offer interested visitors a platform for dialogue and exchange of ideas with experts from the BMW Guggenheim Lab in the midst of one of the world’s most significant art shows.”

Moreover, the company will also be holding an event dealing with the theme “The Future of Design & Sustainability”. “BMW i” and the Dwell Magazine are jointly inviting to attend the event which will take place on November 2nd from 7 to 11 p.m. Until 8 p.m. there will be an exclusive press interview and discussion with “BMW i” design director Benoit Jacob, followed by a cocktail reception with music.

In addition to Art Basel Miami Beach, BMW supports other art shows all over the world, including Art Basel, Frieze Art Fair London, ART HK, Art Toronto, Art Amsterdam, TEFAF Maastricht and Paris Photo as well as the Gallery Weekend Berlin and Independent Collectors initiatives.

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About BMW's Cultural Commitment

In 2011 the BMW Group is celebrating 40 years of international cultural commitment. For 40 years now, the BMW Group has initiated and engaged in more than 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on modern and contemporary art, jazz and classical music as well as 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 were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Thomas Demand and Jeff Koons have cooperated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and plants. The BMW Group 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.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At December 31, 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.