



Media Information
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The BMW Welt and the BMW Museum.

Events at one of Munich's most exciting venues.

The BMW Welt: Experience Munich's most thrilling attraction.

Popular attraction: With around two million visitors a year, the BMW Welt is one of Bavaria's top tourist attractions.

Good attendance: The BMW Welt hosts more than 50 events a year, including the "Drehmomente" series, which showcases award-winning short films in an innovative "clubbing" format; improvisational theatre; poetry slams; and much more.

Prestigious venue: The BMW Welt Jazz Awards have already become a firm favourite among culture lovers and jazz fans. An assortment of jazz ensembles competes on a different theme every year.

Put into words: The BMW Welt has already welcomed many internationally-renowned authors, such as best-selling crime writer Simon Beckett and Auma Obama, sister of the U.S. president.

World of discovery: Junior Campus programmes offer workshops for children (now also for pre-school-age children) and teenagers on new topics such as "sustainability" and "mobility".

Much admired: Regularly changing exhibitions on BMW technology, design and innovations prove to be just as interesting to visitors as the various guided tours offered.

Looking back: The BMW Welt has welcomed many high-profile guests, including ambassadors from the United States, Iraq and Peru, the French transport minister and the crown prince of Saudi Arabia. American pop star Katy Perry also filmed one of her videos here, while Oliver Kalkofe and Bastian Pastewka visited for the German premiere of their animated film "Megamind 3D". Among the celebrities who collected their new vehicles from the BMW Welt were Moritz Bleibtreu, Rosi Mittermaier and Christian Neureuther.

The BMW Museum: Experience the past, present and future of the BMW brand.

Interesting facts: Over 120 original exhibits from the company's more than 90-year history are displayed on 5,000 m² of exhibition space at the BMW Museum.

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Around 400,000 visitors per year, including some 15,000 children, come to see the various exhibitions. This makes the BMW Museum one of Munich's most popular museums. Visitors can also sample culinary delights in the Museum's M1 Café Bar.

Journey through time: The Museum store sells a wide variety of vintage sales catalogues, product brochures, books and illustrated volumes – providing a complete A to Z of all BMWs through history.

Architecture: The Museum was originally designed by Viennese architecture professor, Karl Schwanzer. Since 1999, together with the BMW Group Headquarters Munich residents call the "Four Cyclinder" because of its distinctive design, it has been designated a national monument. Since its reopening, it also bears the signature of the Stuttgart-based architecture firm ATELIER BRÜCKNER.

The latest information can be found at www.bmw-welt.com/en.

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