

Media Information
September 7, 2017

Art Project to offer new insights into BMW Group Plant Dingolfing. Body shop part of the innovative art work by Chinese artist Liu Xiaodong.

Dingolfing. As part of a collaborative project with ZKM | Center for Art and Media, Karlsruhe, Germany, BMW Group Plant Dingolfing will become the focus of an art project starting on September 8, 2017. Over the coming seven months, one of the plant's robotic facilities for body shop will serve, alongside other sites, as basis for an installation created by Chinese artist Liu Xiaodong.

Digitalisation plays a vital role in both the body shop activities of BMW Group and the creative process of Liu Xiaodong. As such, the project exemplifies the importance of the power of innovation in both economics and art, and it aspires to create a new, aesthetic perspective to look at the industry and its manufacturing processes.

The vernissage at ZKM | Center for Art and Media on September 8, 2017, at 7 PM, will launch the months-long creative process necessary to develop the art work. Liu Xiaodong's project is titled "Weight of Insomnia". It includes three cameras which are installed all over Germany and directed at various motifs. Each camera sends one picture per every second to the exhibition space at ZKM | Center for Art and Media, where three robots will transcribe the collected data on movements with paint on canvas. A total of three individual art works will thus be created, each based on the various motifs captured by the cameras. The layers of paint will overlap as time goes by resulting in exceptionally dense compositions.

In addition to one camera at the robotic facilities for body shop at BMW Group Plant Dingolfing, two more cameras were installed, one at Berlin's Academy of the Arts and the other at a traffic hub in Karlsruhe. The live art work will be on display at ZKM | Center for Art and Media from September 8, 2017, to March 18, 2018, where it will be shown as part of the "Datumsoria" exhibition.

Dr Andreas Wendt, director of BMW Group Plant Dingolfing, is thrilled about Liu Xiaodong's project: "We at BMW Group Plant Dingolfing are very excited about this art project, which is offering the public at large entirely new insights into manufacturing processes. Digitalisation and innovative technologies move industry and art alike, and the artist's installation is a unique expression thereof. I am deeply grateful to Liu Xiaodong and ZKM | Center for Art and Media in Karlsruhe for making this visionary art work possible at our site."

Liu Xiaodong is one of the most influential artists of the contemporary Chinese art world. In his large-scale works, he creates a balance of artistic image and reality while focusing on the challenges of our times such as digitalisation. Liu Xiaodong's works are represented in renowned museums and art fairs worldwide.



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With this project and following this year's world premiere of the 18th BMW Art Car by Chinese artist Cao Fei in Beijing, BMW Group continues its long-standing commitment to contemporary Chinese art.

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About BMW Group's Cultural Commitment

For almost 50 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on contemporary and modern art, classical music and jazz as well as architecture and design. 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, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have co-operated with BMW. In 2016 and 2017, female artist Cao Fei from China and American John Baldessari created the next two vehicles for the BMW Art Car Collection. Besides co-initiatives, such as BMW Tate Live, the BMW Art Journey and the "Opera for All" concerts in Berlin, Munich and London, the company also partners with leading museums and art fairs as well as orchestras and opera houses around the world. The BMW Group takes absolute creative freedom in all its cultural activities – as this initiative is as essential for producing groundbreaking artistic work as it is for major innovations in a successful business.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview
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About BMW Group's commitment to culture in China

BMW Group has always been committed to fulfilling corporate social responsibility through cultural engagement in China contributing to the development of Chinese art and culture.

In China, BMW Group kicked off BMW Culture Journey in 2007 to safeguard and promote Chinese cultural heritage. In the past decade, the initiative has visited six major eco-cultural preservation zones and over 270 intangible cultural heritage items and has donated over 16 million RMB to support 90 projects in urgent need of safeguarding.

The Tiexi plant in China is one of the world's most advanced and sustainable automobile plants, which is also known as an "art factory". There are many displays of artworks throughout, all of which are the result of a project called "10+10", a cultural engagement program jointly initiated by the BMW Group, BMW Brilliance, LuXun Academy of Fine Arts and Akademie der Bildenden Künste München, to reflect on the relationship between industry, nature and humans under different cultural contexts.

The all-new BMW Brand Experience Center in Shanghai is a creative institution that harmoniously combines the strong BMW identity with Chinese elements, and offers free access to the public. The institution has a dedicated area to showcase the BMW Art Cars and allows the public to design their own art cars virtually. In addition to BMW branding events and experiential activities, it also hosts various programs regularly, e.g. innovation talks and culture journey workshops.

About BMW Group Plant Dingolfing

Plant Dingolfing is one of the BMW Group's 31 global production sites. At Plant 02.40, about 1,600 cars of the BMW 3, 4, 5, 6 and 7 Series roll off the assembly lines every day. In total, the plant manufactured almost 340,000 cars in 2016. At present, a total of approx. 17,500 people and 800 apprentices work at the BMW Group's site in Dingolfing.

In addition to the automotive core production, BMW Group Plant Dingolfing is also home to production facilities for vehicle components such as pressed parts, seats as well as chassis and drive components. Due to the plant's aluminum expertise in vehicle construction and longstanding experience in producing alternative drives, BMW Group Plant Dingolfing furthermore provides crucial components for the BMW i models – such as high-voltage battery, e-transmission and the Drive structure – to the production site in Leipzig. In addition, Dingolfing produces both high-voltage batteries and electric engines for the BMW Group's plug-in hybrid models.

The car bodies for all Rolls-Royce models are also manufactured at the site. The Dynamics Center, a large storage and transshipment facility, provides the global BMW and MINI dealership organization with original parts and equipment.

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 and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based 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.

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