



Media Information
07th March 2011

René Gruau. Fashion sketches from 1946-2000 at the BMW Museum.

Special exhibition showcasing 80 works by the leading fashion illustrator of the 20th century.

Munich. The BMW Museum is dedicating a special exhibition to the world-renowned fashion and advertising illustrator René Gruau, who died in 2004. From 24 March to 30 June 2012, around 80 of the artist's original works will be on display, covering the period from 1946 to 2000. The exhibition is being staged in collaboration with gallery owner Joëlle Chariou, who has been involved with Gruau's work since 1982 and is now putting together highlights of his creative output in the form of a journey through time.

"With these drawings by René Gruau, we are bringing something very special to the BMW Museum and adding another facet to our involvement in the fashion world," says Dr Ralf Rodepeter, Director of the BMW Museum and Communications Visitor Experience Munich. "Through his inimitably evocative and elegant strokes, Gruau continues to influence the world of fashion illustration and advertising to this day."

Gruau, born in Rimini, Italy in 1909 as Renato Zavagli Ricciardelli, was already publishing his first works at the age of 14, and four years later he was producing drawings for Italian, German and British magazines. In the early 1930s he moved to Paris. When Christian Dior – a close friend of his – opened his fashion house in 1947, Gruau was commissioned with creating graphic images for all the Dior fragrances. Gruau soon became the preferred artist of the luxury industry and of the leading fashion magazines. From 1989 on, retrospectives of his work were shown in Paris, Rome, Munich, Cologne, New York, Tokyo and London. Gruau died in Rome in 2004.

Special exhibition of René Gruau's fashion sketches at the BMW Museum:

When: From 24 March to 30 June 2012
Where: BMW Museum
Am Olympiapark 2
80809 München
Admission: 9 euros / 6 euros

More information at: www.bmw-museum.com

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Around 80 original works by René Gruau will be on display at the BMW Museum.
(Image: courtesy Galerie Bartsch & Chariou.)

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BMW Museum – Hands-on history

Visitors of all ages can explore the past, present and future of the BMW brand at BMW Welt, the BMW Museum and the BMW plant. The BMW Museum plays an important role in this. Since re-opening in 2008, it has been successfully presenting the history of BMW and offering a glimpse of the future. The museum also explores the theme of mobility for the benefit of younger visitors. The Junior Museum organizes a special program for children and young people, basing its educational concept on learning through play. The museum also has a history of its own: it is one of the oldest automobile museums in Germany, was built in 1973 and declared a historic monument in 1999.

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.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.



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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.

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