



Media Information
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BMW Welt ...

- ... together with the Museum and the Plant, comprises the complete BMW Welt experience.
- With around two million visitors a year, it is one of Bavaria's most popular attractions and is set to welcome its seven-millionth visitor in 2011. Last year, the BMW Welt conducted a total of 2,200 guided tours for visitors.
- ... hosts more than 50 exciting events a year: Its many concerts, exhibitions, readings and receptions are proof that the BMW Welt has become a permanent feature of public life in the city of Munich.
- ... is a popular venue for up to 300 external events a year, including congresses, conferences and award ceremonies.
- ... is constructed of 4,000 tons of steel – around a quarter of which was used in the Double Cone alone. The roof of the BMW Welt is supported by no more than eleven pillars, creating the impression of floating in space.
- ... is where up to 100 vehicles per day can be presented to their new owners from around the world. The transparent structures used in this area also allow viewing by interested onlookers.
- ... offers a special programme for children and young people called the "Junior Campus". A range of different workshops allows kids to learn all about topics related to cars and mobility in a creative way.
- ... also boasts a wide range of gastronomic delights: Visitors to the BMW Welt can enjoy everything from a light snack to a full-course dinner at three separate venues.
- ... in the words of Christian Ude, Munich's lord mayor: "The overall experience, combined with a multi-functional platform for events of all kinds, is what makes the BMW Welt such a great attraction. There is something for brand aficionados and culture lovers alike to enjoy in Munich."
- ... is open daily from 9:00 a.m. to 6:00 p.m. Admission is free.
- The hybrid building was designed by the internationally renowned architecture firm, COOP HIMMELB(L)AU, under the direction of Wolf D. Prix. The studio is associated with the deconstructivist movement. Other well-known proponents of this style include famous architect Zaha Hadid, who also designed the main building for the BMW plant in Leipzig, as well as Rem Koolhaas and Daniel Libeskind.

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- The details: The roof of the building is fitted with 3,600 solar cells, covering a total area of 6,300 square metres. The roof is so large that it could easily cover Saint Mark's Square in Venice.

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

If you require any further information or photo material please contact:

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