



Media Information
24th April 2012

New special exhibition “Lichtblicke I” at the BMW Museum. **Illuminated artworks by Keith Sonnier on show from 25 April to 26 August 2012.**

Munich. From 25 April to 26 August 2012, the BMW Museum in association with Galerie Häusler Contemporary is presenting around ten illuminated artworks by internationally renowned light artist Keith Sonnier. The US American draws on the aesthetics of advertising by taking fluorescent lighting technology familiar from the world of neon adverts to form abstract light creations. The sculptures that make up “Lichtblicke I” bring light and metal, art and experiment, neon tubes and cars face to face.

Exhibition opening: night of light at the BMW Museum

The “Lichtblicke I” exhibition opens at the BMW Museum on 25 April 2012 with a special night of light. From 22.00 hrs to midnight, visitors can not only bask in the glow of Keith Sonnier’s installations but also enjoy the hourly fashion shows staged by the Deutsche Meisterschule für Mode fashion academy on the theme of “Light and Shade”.

Dr Ralf Rodepeter, Director of the BMW Museum and Communication Visitor Experience Munich, has this to say about the current exhibition: “With their warmth and radiance, the light creations by Keith Sonnier harmoniously blend in with the architecture of the BMW Museum. We are delighted at this opportunity to continue the dialogue between light installations and the automobile. Since 2008, the BMW Museum has featured floor-to-ceiling light façades which provide opaque glass surfaces that open up possibilities for digital projections.”

“Lichtblicke I” is the inaugural event that kicks off this year’s cultural focus on “light” at the BMW Museum. Light-lovers can already look forward to the second instalment of the exhibition series – “Lichtblicke II” – in October 2012.

About Keith Sonnier

Keith Sonnier was born in Louisiana, USA in 1941. The light artist’s career began with a degree in art and anthropology, during which his fondness for artistic light creations manifested itself early on. In his works, glass, wire, felt and wax defer to the primary visual focus which is on the fluorescent tubes, neon lamps and light bulbs. Using cabling and wiring, he connects these to form abstract light sculptures. The idea is to raise the colourful neon tubes to a new formal plane that is compelling for its novel aesthetics. Keith Sonnier’s exhibitions and award-winning sculptures can be seen around the world. He himself lives and works in New York.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49(0)89-382-2 77 97

Internet
www.bmwgroup.com



Media Information

Date 24th April 2012
Subject New special exhibition "Lichtblicke I" at the BMW Museum.
Page 2

Exhibition opening Lichtblicke I.

When: 25 April 2012, 20.00 to 24.00 hrs

Where: BMW Museum
Am Olympiapark 2
80809 München

Admission: free

Bookings at: www.amiando.com/Lichtblicke1

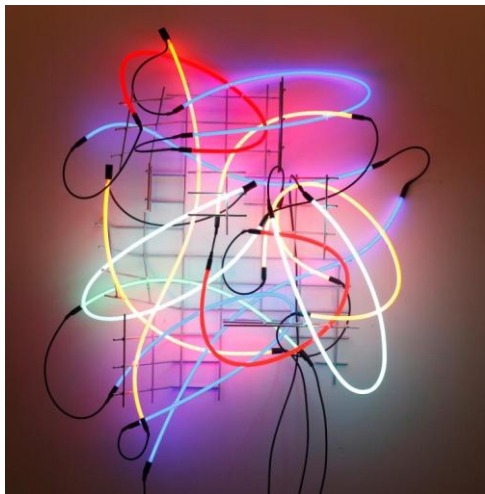
Special exhibition Lichtblicke I.

When: 26 April to 26 August 2012

Where: BMW Museum
Am Olympiapark 2
80809 München

Admission: 9 euros/6 euros

Further information at: www.bmw-museum.de



Around ten light installations by Keith Sonnier can be viewed as part of the "Lichtblicke I" exhibition from 25 April to 26 August 2012 at the BMW Museum. (Picture: Courtesy Häusler Contemporary Munich / Zurich)



Media Information
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BMW Museum.
Page 3

For further information and picture material please contact:

Corporate Communications BMW Group

Manfred Grunert
Spokesperson Heritage
Phone: +49-89-382-27797
mailto: Manfred.Grunert@bmw.de
Internet: www.press.bmwgroup.com

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.

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 31 December 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.

For questions please contact:
Manfred Grunert
Technology Communications
Spokesperson Heritage
Telefon: +49(0)89-382-2 77 97
Fax: +49(0)89-382-2 85 67

Media Website: www.press.bmwgroup.com
E-mail: presse@bmw.de