



Media Information
December 10, 2012

**Panel discussion: Cinemas – Museums of the future.
BMW is partner of the film festival KINO DER KUNST.**

Munich. To the first edition of the only films of artists presenting Munich festival KINO DER KUNST in April next year prizes with a total value of € 45,000 will be awarded. The International Competition, featuring a selection of hundreds of submitted new works by artists from Egypt to Vietnam, illustrates the current relationship between cinema and visual art; its jury includes artists Cindy Sherman and Isaac Julien. Retrospectives, special viewings, multiscreen installations, gallery exhibitions, a prize-awarding fair for European artists under 35 and the prize for an excellent artist, working with time-based media, sponsored by Louis Vuitton, complete the program. KINO DER KUNST will take place from **April 24 to 28, 2013** at numerous cinemas and museums in Munich.

A preparatory event will be held on **January 15, 2013, at 8 p.m.** in the Munich Academy of Fine Arts featuring a panel discussion in which Lars Henrik Gass, head of the International Short Film Festival Oberhausen, Alexander Horwath, director of the Film Museum in Vienna, art historian Walter Grasskamp and film and television director Dominik Graf will all participate. The Artistic Director of KINO DER KUNST, Heinz Peter Schwerfel, will discuss with the panelists the question 'Museums – The Cinemas of the Future?' Furthermore, Theater Kino will screen a special series of rare feature films made by visual artists ranging from Rebecca Horn and Peter Greenaway to Shirin Neshat and Pipilotti Rist from early March onwards. From April 16, 2013, six programs of historical artist films, some accompanied by live music, are to be screened in the Film Museum.

Venues of the festival KINO DER KUNST are the ARRI cinema, the University of Television and Film Munich, as well as the Pinakothek der Moderne / Schaustelle, Museum Brandhorst and the Goetz Collection.

KINO DER KUNST is partnered with the Bavarian State Ministry of Sciences, Research and the Arts, the German Federal Cultural Foundation, BMW, the Allianz Cultural Foundation, the Biehler von Dorrer Foundation, Louis Vuitton, ARRI and the Goetz Collection.

Further information on the festival, as well as photo downloads can be found under www.kinoderkunst.de



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About BMW's Cultural Commitment

For more than 40 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 modern and contemporary art, jazz and classical music 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, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York. The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

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 29 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 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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 eight years.

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