

Media Information
October 8, 2014

BMW Group is partner of Frieze Art Fair in London **Activities include experiences with the „BMW Art Guide“ collections**

London/Munich. The BMW Group is partner of the 12th edition of Frieze London, one of the world's most important fairs of contemporary art, which will take place from October 15 to 18, 2014 in Regent's Park with an invitation-only Preview Day on 14 October. Since 2004, the BMW Group has been a supporter of Frieze London extending its support to Frieze Masters and Frieze New York at launch in 2012.

Frieze Sounds 2014 will be presented with BMW again in the VIP cars at Frieze London and Frieze Masters. Sounds will also be accessible via a listening station inside Frieze London and streamed online. Frieze Sounds is a programme of sound works featuring three specially commissioned audio works by international artists. This year Frieze Sounds presents works by artists Keren Cytter, Cally Spooner and Hannah Weinberger. Frieze Sounds 2014 is programmed and curated by Cecilia Alemani and presented with BMW.

This year's fair was designed by Universal Studio of Barber & Osgerby. In collaboration with BMW Group Design, the studio's designers Ed Barber and Jay Osgerby created the installation "Double Space for BMW - Precision & Poetry in Motion". Also dating from this year, it premiered at London's Design Festival 2014. The installation will be shown until October 24 at the Raphael Gallery of the Victoria & Albert Museum.

As part of the activities taking place during Frieze Art Fair London, an afternoon tea will be prepared on October 13 in the rooms of the private Zabłudowicz Collection. For the private collectors portrayed in the "BMW Art Guide by Independent Collectors", this will present an opportunity for exchange, and a guided tour of the first exhibition of Ryan Trecartin and Lizzie Fitch will be offered. To this day, the "BMW Art Guide" is the first and only publication of its kind that presents a comprehensive overview of international private collections of contemporary art open to the general public.

On the occasion of the London Frieze the recorded performances of BMW Tate Live: Performance Room will be shown at Tate Modern for the very first time, allowing visitors to experience this novel kind of live performances. BMW Tate Live is a pioneering artistic programme created exclusively for live broadcast and available for online audiences only. From October 13 to October 16, the multiple award-winning series of events BMW Tate Live: Performance Room will be presented at Tate Modern.

BMW is cultivating sustainable long-term partnerships with the most renowned art fairs worldwide including Art Basel, Art Basel Miami Beach, Art Basel Hong Kong, Frieze Art Fair and Frieze Masters London, Frieze New York, Paris Photo in Paris and Los Angeles, TEFAF Maastricht, art berlin contemporary and the Gallery Weekend Berlin.

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BMW's Cultural Commitment

For over 40 years now, the BMW Group has initiated and engaged in more than 100 cultural partnerships worldwide. The focus of this long-term commitment to culture is modern and contemporary art, jazz and classical music as well as architecture and design. BMW has worked with artists such as Gerhard Richter, Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko and commissioned architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelbau. In London, BMW in partnership with the London Symphony Orchestra, hosts the BMW LSO Open Air Classics, a yearly live concert free of charge in Trafalgar Square, and supports Frieze Art Fair. 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.

Further information: bmwgroup.com/culture and bmwgroup.com/culture/overview

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, 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 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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