



Press release  
14 October 2014

## **BMW i & Soho House announce global partnership.** **Exploration of innovation, arts and design.**

**London/Munich.** Soho House Group (SHG) and BMW i today announced a global partnership across all of SHG's 12 sites in Europe and North America. As Soho House Group's global automotive partner, BMW i will provide BMW i3 vehicles for driving experiences for members and guests at many of its sites and cultural events. Soho House and BMW i will also collaborate on an international arts program throughout Soho House locations in Europe and the US. The two brands will co-create events and experiences focusing on contemporary art, innovation and design.

On Tuesday, October 14, 2014, the partnership kicks off at Shoreditch House in London, with an exclusive art talk between the photographer Juergen Teller and Chris Dercon, director of the Tate Modern: "The Naked Truth? Nudity, fashion, and the photographic image today." The discussion will be followed by a rooftop reception in celebration of the partnership.

Nick Jones, Founder and CEO of Soho House said: "We were drawn to BMW because they share our passion for innovation across art and design. Our membership will see a range of co-curated members' events and cultural celebrations such as Art Basel Miami. The launch of BMW i3 marks an exciting new era for electric cars and we are delighted to be able to offer our members and bedroom guests the opportunity to be among the first to drive them."

Steven Althaus, Senior Vice President Brand Management BMW, Marketing Services BMW Group said: "BMW i and Soho House share a common mindset: both brands strive for innovation, creativity as well as a special sense for aesthetic setting new design standards. What I look forward to most about our partnership is our determination to create memorable and sophisticated experiences together."

### **BMW i**

BMW i stands for visionary vehicles and mobility services, visionary design and a new understanding of premium that is strongly geared towards sustainability. The BMW i brand redefines individual mobility by creating totally new and ground-breaking possibilities for networking in urban traffic. The BMW i3 is the world's first premium electric vehicle purpose-built from the ground up for electric power using carbon fiber, creating a car that guarantees typical BMW sheer driving pleasure with zero emissions. Driver assistance systems and BMW ConnectedDrive mobility services specially developed for BMW i, combined with the services of 360° ELECTRIC, make emission-free mobility in the urban environment a fascinating everyday experience.

Further information: [bmw-i.com](http://bmw-i.com)

### **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 its 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 or Zaha Hadid and is a partner of museums such as the Guggenheim in New York and the Neue Nationalgalerie in Berlin. 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 both BMW Tate Live as well as Frieze Art Fair.

Further information: [bmwgroup.com/culture](http://bmwgroup.com/culture) and [bmwgroup.com/culture/overview](http://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.





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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.

## **Soho House**

Soho House was founded in Greek Street, London, in 1995, as a private members' club for those in film, media and the creative industries. The portfolio has since expanded to include clubs, hotels, restaurants and spas across the UK, Europe, the US and Canada. Each site is different, maintaining its own personality, but all have a sense of shared DNA as homes from home for members and guests.

Elsewhere in London is the Dean Street Townhouse - a four-storey 39 bedroom hotel and all-day dining room, located in Soho; Shoreditch House, an East London club with rooftop pool, gym, restaurants and 26 rooms; High Road House, a quiet outpost, featuring club, bar, brasserie and 14 rooms in Chiswick; and Little House, Mayfair's best kept restaurant, bar and lounge. Moments away from Little House sits the first outpost of Cecconi's, a modern day classic Italian restaurant open to the public for breakfast, lunch and dinner seven days a week. In the last 10 years, Cecconi's has travelled to West Hollywood and Miami, with further international restaurants on the horizon. Babington House, set in 18 acres of rural Somerset is home to 32 individually designed bedrooms, a 24 hour restaurant and the flagship Cowshed Spa.

Soho House Berlin opened in May 2010, in Berlin's Mitte district and was the first venture in continental Europe. Occupying eight floors, the House has an expansive club floor, roof top pool and bar, 85 rooms and short let apartments, a fully equipped gym, screening room and Cowshed Spa with Hammam.

The company has been building its US footprint since Soho House New York opened in June 2003. Covering six floors, it's housed in a 45,000 square feet period warehouse building in the Meatpacking District. The club offers extensive facilities; a restaurant, bar, 44-seat cinema and a rooftop pool as well as 30 spacious bedrooms and a Cowshed Spa. Soho House West Hollywood opened in May 2010 at 9000, Sunset Boulevard, it's club floor, screening room, event spaces and garden terrace restaurant occupying the top floor and roof of an iconic office building.

Miami followed in October 2011, with 50 bedrooms situated over fifteen floors. Designed to combine vintage furniture and vibrant textiles to create an aura of South American glamour, the club is home to a screening snug, 2 pools, a beach club, Cowshed spa and Cecconi's restaurant. In 2012 we opened Soho House Toronto, which launched with an array of events to celebrate the Toronto International Film Festival. Most recently, in August 2014, Soho House opened its largest property to date in Chicago.

Soho Houses are under construction in Istanbul (February 2015) and Barcelona (early 2016).

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