

Media Information
May 30, 2016

BMW again partner of the 9th Berlin Biennale for Contemporary Art from June 4 to September 18.

BMW Art Car artist Cao Fei among this year's participants.

Berlin. From June 4 to September 18, 2016, Berlin Biennale will again present Germany's capital with international works of contemporary art – and BMW will once more support the exhibition as partner. Curated by the New York-based artist collective DIS, this year's artistic programme will seek to materialize the paradoxes that increasingly make up the world in 2016: amongst others the virtual as the real, nations as brands, people as data, culture as capital, and wellness as politics. In the upcoming months, more than 150 international artists and members of other disciplines will be participating in the discourse within various formats forming the 9th Berlin Biennale. Besides KW Institute for Contemporary Art this year's art works will be also displayed at the Akademie der Künste, the ESMT European School of Management and Technology located in the former headquarters of the GDR state council, the reopened Feuerle Collection as well as the passenger ship Blue-Star of Riedel shipping company.

Together with Allianz Cultural Foundation and ifa (Institut für Auslandsbeziehungen), BMW will enable the **Young Curators Workshop** as part of the Berlin Biennale already for the sixth time. Developed by philosopher Armen Avanessian, this year's concept is dedicated to the topic and challenges of "Post-contemporary Art". The 10-day workshop from September 8-17 aims to exchange ideas, discuss curatorial issues and practices and strengthen the initiative of young curators worldwide.

As in previous years, the participants of the 9th Berlin Biennale include artists closely connected to BMW Group's international cultural engagement. As such, **the next BMW Art Car artist Cao Fei** will present two stills of her video work "Haze and Fog" (2013) in a light box installation as part of the LIT project exhibited in the foyer of the Akademie der Künste. In addition, Romanian artist Alexandra Pirici, who will present her work "Public Collection" together with Manuel Pelmus as part of BMW Tate Live during the opening weeks of the new Tate Modern, will be part of the main programme of the Berlin Biennale. On Saturday, June 4, BMW hosts an exclusive media brunch with the curatorial team DIS and artists of the Biennial such as Alexandra Pirici.

Since its inception in 1998, the Berlin Biennale has become one of Germany's most important events of contemporary art. It is shaped by the different concepts of curators appointed to enter into a dialogue with the city of Berlin, its general public, the people interested in art as well as the artists of this world. The previous eight editions of the Berlin Biennale explored a variety of exhibition formats and involved diverse curatorial agendas.

The city of Berlin and the BMW Group are connected through a lasting and wide-ranging cultural partnership. Besides the Berlin Biennale, the list of long-term commitments to the arts in Germany's capital city includes the Preis der Nationalgalerie, the Gallery Weekend Berlin and the abc art berlin contemporary. In addition, an international artist-in-residence exchange program for young Chinese and German artists was launched in 2014. Beyond the extensive commitment to the

Date May 30, 2016
Subject BMW again partner of the 9th Berlin Biennale for Contemporary Art.
Page 2

arts, the long-standing open-air format "State Opera for All" – a music initiative of BMW and the Staatsoper Unter den Linden – celebrates its 10th anniversary this year.

For further information about the programme accompanying the exhibition of the 9th Berlin Biennale, please refer to: <http://bb9.berlinbiennale.de/de/>

Venues and opening hours:

Akademie der Künste

Pariser Platz 4, 10117 Berlin

ESMT European School of Management and Technology

Schlossplatz 1, 10178 Berlin

The Feuerle Collection

Hallesches Ufer 70, 10963 Berlin

KW Institute for Contemporary Art

Auguststraße 69, 10117 Berlin

Wed-Mon 11am – 7 pm, Thu 11am – 21 pm, Tue closed

Blue-Star sightseeing boat of Reederei Riedel

Two hour boat trip

Departure Fischerinsel, Märkisches Ufer 34, 10179 Berlin

Wed-Mon, no boat trips on Tue

For further questions please contact:

Dr Thomas Girst

BMW Group Corporate and Intergovernmental Affairs

Head of Cultural Engagement

Telephone: +49-89-382-24753

www.press.bmwgroup.com;

E-mail: presse@bmw.de

For further information please contact BMW Group Cultural Engagement:

Telephone: +49 151 601 51468

Henriette Sölter

Press + Communication

KW Institute for Contemporary Art /Berlin Biennale for Contemporary Art

Phone +49 [30] 2434 5942

press@kw-berlin.de



Date May 30, 2016
Subject BMW again partner of the 9th Berlin Biennale for Contemporary Art.
Page 3

About BMW Group's Cultural Commitment

For almost 50 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 contemporary and modern art, classical music and jazz 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, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have co-operated with BMW. Currently, female artist Cao Fei from China and American John Baldessari are creating the next two vehicles for the BMW Art Car Collection. Besides co-initiatives, such as BMW Tate Live, the BMW Art Journey and the "Opera for All" concerts in Berlin, Munich and London, the company also partners with leading museums and art fairs as well as orchestras and opera houses around the world. The BMW Group takes absolute creative freedom in all its cultural activities – as this initiative is as essential for producing groundbreaking artistic work as it is for major innovations in a successful business.

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

Facebook: <https://www.facebook.com/BMW-Group-Culture-925330854231870/>

Instagram: <https://www.instagram.com/bmwgroupculture/>

@BMWGroupCulture

#BMWGroupCulture

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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>