



Media Information
September 12, 2017

art berlin to celebrate its premiere. BMW official partner of new art fair.

Berlin. From September 14 to 17, 2017, the newly founded fair art berlin will celebrate its premiere. Guests are invited to experience artworks exhibited in around 110 national and international galleries from 16 countries at Station "Gleisdreieck". Throughout the fair's four-day running time, established artists and emerging talents will present their works in solo shows and curated booths with oeuvres ranging from modern to contemporary art. Following its long-standing commitment to art berlin contemporary, BMW Group is official partner of art berlin and will be offering its VIP shuttle service.

About art berlin

As a further evolution of the partnership of abc and Art Cologne, the fair is under the direction of Maïke Cruse and her team and organised by Koelnmesse. Following the partnership of MINI and abc from 2013 to 2016, BMW is the new fair's official partner. art berlin is part of Berlin Art Week, a highlight of the capital's contemporary art calendar.

Programme

The programme was developed by niche Berlin together with selected artists and aims in part at invited guests but is also directed to the wider public. It encompasses talks, performances, individual and public guided tours throughout the galleries and the fairground as well as film screenings.

The participating galleries will present a range of established and emerging contemporary artists including Eli Cortinas, Mariechen Danz, Annabel Daou, Peles Empire, Jean-Pascal Flavien, Uwe Henneken, Gregor Hildebrandt, Lisa Holzer, Michael Kleine, Pablo Larios, Michel Majerus Estate, Sophie Reinhold, Vanessa Safavi, Karin Sander, Tomás Saraceno, Slavs & Tatars, Simon Starling, and Suse Weber.

On Friday night the art berlin galleries will be opening their doors to visitors until 9 PM to provide a first insight.

For the complete programme and a list of galleries and artists exhibiting at this year's fair, please visit: <http://artberlinfair.com/en/#program>

Journalists wishing to attend the **press conference** on September 14, 2017, at 11 AM with Maïke Cruse (Director of art berlin), Daniel Hug (Director of Art Cologne), Bettina Böhm (Director of Outset Germany_Switzerland) and Dr Thomas Girst (Head of BMW Group Cultural Engagement) are asked to apply for accreditation via art berlin.

BMW Group's Cultural Commitment in Berlin

BMW Group has cultivated close cultural ties with the city of Berlin for many years. In addition to art berlin, BMW Group's long-standing cultural commitments in the German capital include the renowned Preis der Nationalgalerie, Gallery Weekend Berlin and Berlin Biennale. In the field of classical music, BMW boasts a long-term



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partnership with the Staatsoper Unter den Linden. On the occasion of the grand reopening of the opera house on October 3, BMW and the Staatsoper Unter den Linden will be hosting this year's "State Opera for All" on September 30, 2017.

For further questions please contact:

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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. In 2016 and 2017, female artist Cao Fei from China and American John Baldessari created 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/>

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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