

Media Information
26 June 2025

Enter the Cloud.

- New fine-dining restaurant THE CLOUD by Käfer opens at BMW Welt.
- "NOMADIC EARTH" is the culinary theme for Season 1.

Munich. Tomorrow, the new fine-dining restaurant at BMW Welt will welcome its first customers. Since the start of the year, head chef Jens Madsen – who follows in the footsteps of Bobby Bräuer in the exclusive surroundings of BMW Welt – has been working together with BMW Group Designworks, the BMW Group's innovation studio, on a unique new concept: THE CLOUD by Käfer. Here, Madsen, restaurant manager Mona Röthig, sommelier Luigi Pecchia and their team will introduce guests to the "CULINARY NOMADISM" vision successfully trialed at a pop-up event in April.

The restaurant's opening season will explore the theme "NOMADIC EARTH", as Madsen escorts his guests on a culinary voyage.

"With Nomadic Earth, we are writing the first chapter in our new travelogue. We want to offer our guests a special experience of elite-level cuisine that expands their horizons and blends aromas and textures from around the world with the finest produce from our local region – with surprising yet cohesive results. In Jens Madsen, Mona Röthig and Luigi Pecchia, we have assembled a team who are turning this ambitious vision into masterful reality with exceptional skill and passion," explains Michael Käfer.

"To bring Käfer's vision to life, Designworks developed the spatial concept and storytelling for THE CLOUD. Materials, forms, and details come together to create an atmosphere that is sensual, full of contrast, and emotionally engaging. In this way, the design becomes an integral part of the overall culinary experience," says Anders Warming, Head of BMW Group Designworks.

"With THE CLOUD by Käfer, we are adding a new dimension to the BMW Welt experience. In addition to vehicle handovers, we can now also offer our guests an inspirational culinary journey in a unique setting created by BMW Group Designworks Munich. Here, in the upper reaches of BMW Welt on its third level, guests enjoy an impressive view over the inside of the building, while immersed in a fine-dining experience," adds Sandra Wittemer, Head of BMW Welt.

The experts at BMW Group Designworks and Käfer have worked together closely since 2023 to create a space for all the senses and make a visit to THE CLOUD by

Käfer truly unforgettable. Light, music, visual and haptic features flow into one another; every light and every piece of furniture contributes to the experience as a whole. For the execution of the project, BMW Group Designworks collaborated with renowned partners including architectural and design studio hildmannwilke, German lighting design brand Occhio, the artist Oscar Zabala – known for his generative audio-visual performances and installations – and innovative Swiss fabric manufacturer Jakob Schlaepfer, supplier to haute couture fashion houses around the world.

The eight-course menu with complementary side dishes brings regional produce – such as goat's milk from Lenggries, char from Kinsau and venison from the Poltinger Forest – together with dukkah, black pepper soup and pearl emmer pilaf. And the milk-fed veal brochette is inspired by snacks typically served with a beer in African bars. Jens Madsen takes prime cut of veal, skewered on a spike, and serves it with tiger nut, chapati and habanero pepper.

The philosophy behind Madsen's cuisine is very much his own and is rooted in movement, memory and origin. This new concept new brings together culinary traditions, skills and spices from around the world with top-quality local produce to create highly distinctive cuisine. In Season 1 at THE CLOUD by Käfer, this features aromas and ingredients from eastern and southern Africa, combined with the delicacies and rhythm of Bavaria. Each course reflects a particular stop on a culinary journey, in some cases inspired by faraway shores, at other times recalling pastures closer to home. It all goes into making cuisine that exudes a curiosity for global influences yet embraces its local roots, appealing to the senses, sparking wonder and surprise, and staying open to new perspectives.

Elegant and inviting, with a technically refined aesthetic, the restaurant displays clear references to the design language of BMW. After ascending to the third level of the "floating" structure conceived by COOP Himmelb(l)au, the guests embark on their journey after leaving the elevator. Arriving on Moon Island, they can take a moment to tune into the feel of the evening. They are greeted in understated style by a digital artwork featuring a quarter moon, which gradually morphs from the golden hour through soft twilight to the deep blue tones of the night.

At the Biophilic Bar, made from Perlino marble, artistically presented ingredients from the menu arouse the guests' curiosity about the dining to come as they enjoy an aperitif. They then move on to the Slim Bar, where a personalised cocktail will be served – and where they can also round off their journey later on with a concluding drink. Here, the golden hour transitions into the blue hour. The guests then move on

Media Information

Date

26 June 2025

Subject

Enter THE CLOUD.

Page

3

through the Chef's Atelier, decorated with travel photos and exotic examples of kitchenware, until they finally reach the Dining Cloud, taking their seats at tables with panoramic views over BMW Welt. Floating over the centre of this space is the amorphous cloud-like installation from which it takes its name. Made from a transparent, feather-weight fabric material, and brought to weightless, constantly changing life by a projection, it reprises both the golden colour of sunset and the deep blue of midnight.

Between the kitchen and the Dining Cloud stands a five-ton monolith made of titanium stone. On this impressive stage, the kitchen team put the finishing touches to the plates, before the servers take them to their recipients. The guests are given another hint of what is happening in the kitchen by a one-way mirror with 15 per cent transparency, which provides glimpses without revealing the whole picture.

BMW Group Corporate Communications

Lisa Meindl, Spokesperson BMW Museum and BMW Welt

Telephone: +49-89-382-31668

E-mail: lisa.meindl@bmw.de

Simone Bauer, Communications BMW Welt

Telephone: +49 151 601 414 52

E-mail: simone.bauer@bmw.deInternet: www.press.bmwgroup.comE-mail: presse@bmwgroup.com**About BMW Group Designworks**

Designworks is the BMW Group's innovation studio and a global creative consultancy at the intersection of design, technology and innovation. The "Architects of Future" focus on mobility, product and digital life design as well as strategic design consulting.

The creative studio was acquired by the BMW Group in 1995. Designworks acts as a driving force for all brands of the parent company and as an innovation driver for a large number of clients in a wide range of industries, such as IT and consumer electronics, aviation technology, the medical and environmental sectors, and the lifestyle and sports industries. The studio was founded in 1972 in Malibu, California by Chuck Pelly. Holger Hampf has been at the helm of the consulting agency since 2017.

About Käfer at BMW Welt

Käfer arrived at BMW Welt in October 2012, and now operates the Cooper's Garden bistro, Biker's Lodge café, Bavarie restaurant and THE CLOUD by Käfer fine-dining restaurant. A bespoke culinary concept was developed by Käfer for the new partnership that takes into account the wide variety of guests visiting Bavaria's most popular attraction. From the people who work at BMW Welt and customers collecting their new cars, to families from the Munich area, tourists from around the world and discerning aficionados of gourmet cuisine – the various eateries offer a broad spread of options for



every taste. Particular emphasis has been placed on bringing together regionality and internationality – reflecting the Munich-based heritage of BMW and Käfer – with sustainability front and centre.

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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

www.bmwgroup.com

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

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

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>