

Media Information
September 8, 2009

“Leipzig Calling”. BMW to support a unique exhibition in New York.

Munich. The Leipzig International Art Programme (LIA) is inviting to the New York Academy of Art for the opening of the exhibition “Leipzig Calling” on 17 September 2009. With the showing of artworks by Maix Mayer, Tilo Baumgärtel, Christiane Baumgartner, Steven Black, Osvaldo Budet, Lada Nakonechna and Shonah Trescott, the exhibition will feature artists not only from Leipzig but also from all over the world.

With “Leipzig Calling”, the BMW Leipzig plant, which has been an associate partner of the LIA for many years now, the Leipzig Tourismus- und Marketing GmbH, the German Consulate General and the American Consulate General in Leipzig are lending their support to an extraordinary cultural project. The LIA serves as a mediator of artistic and cultural content through international lectures, conferences, exhibition and an artist-in-residence programme comprising four art studios. “However, the LIA is not solely a studio programme,” explains Anna-Louise Kratzsch, director of the non-profit institution. “In fact it goes beyond that by aspiring to make the participating guest artists’ culture accessible to the public through walk-in studios, discussions with the artists themselves and exhibitions.”

The exhibition will be opened at 6 p.m. on 17 September by Dr. Thietmar Bachmann (Head of the Cultural Department of the German Consulate General) and Dr. Michael A. Schimansky (Head of the Economic Development Department of the City of Leipzig). It can be visited daily from 2 – 6 p.m. (excluding Wednesdays and public holidays) until 18 October 2009. For further information please visit www.nyaa.edu

BMW Group cultural commitment

In addition to classical music, jazz, design and architecture, BMW also focuses on the cultural support of contemporary art. The Nationalgalerie Prize in Berlin, the “Prix BMW” at the Paris Photo or the “Premio de Pintura” awarded by BMW and the Spanish Crown – they all aim at promoting young art. BMW has been involved for many years as an associate partner of the Leipzig International Artist Programme and the young curators’ workshop at the Berlin Biennial. Whether at the Art Basel, the Art Basel Miami Beach, the Frieze Art Fair in London, the FIAC Paris, the Johannesburg Art Fair and Art Indonesia – BMW has been or still is on the spot at art exhibitions worldwide, both as a partner and with the provision of a VIP courtesy shuttle service.

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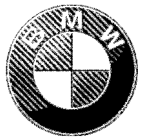
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For an overview of the BMW Group’s international cultural involvement please visit www.bmwgroup.com/kultur

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