

BMW MUSEUM INFORMATION

DATE: SEPTEMBER 2021

**BMW
GROUP**



ROLLS-ROYCE
MOTOR CARS LTD

AGENDA



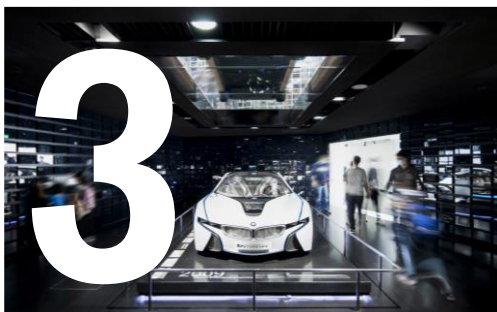
/ BMW MUSEUM



// HISTORY AND ARCHITECTURE

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History and architecture of the BMW Museum



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/ BMW MUSEUM

The BMW Museum in Munich brings to life more than 100 years of the fascination, innovation, dynamism and joy of driving. Its exhibitions provide insights into BMW's corporate, brand and product history. It spans the company's entire history from its beginnings to the present day and even into the future, giving visitors a complete picture of the innovative strength of the BMW brand. And it resonates with the public: with 630,000 visitors a year, the BMW Museum is one of the most popular museums in Munich. The building is visually impressive thanks to the extraordinary "salad bowl" architecture. The BMW Museum is part of the BMW Group Classic – the division of the group that handles all matters relating to the history of BMW.

// HISTORY AND ARCHITECTURE

The BMW Museum is one of the oldest automobile museums in Germany. It was built in 1973, close to BMW's high-rise headquarters, known affectionately as the "Four Cylinders" building. The building, including the striking "Salad Bowl", was designed by Viennese architect Prof. Karl Schwanzer as a "continuation of the road in the rebuilt environment". The museum was renovated and significantly enlarged in 2008.

/// EXHIBITIONS

There are two exhibition areas at the BMW Museum. The permanent exhibition is located in the low-rise building. It covers 4,000 square meters and is divided thematically into seven exhibition houses where some 125 original exhibits from more than 100 years of BMW Group history illustrate the development of the company and its brands. In the rotunda, known as the "Salad Bowl", temporary exhibitions covering 1,000 square meters are dedicated to the company's brands or special contemporary issues. Special exhibitions of even shorter duration are used to examine various aspects of the automotive industry and BMW's history.

//// VISITOR EXPERIENCE

Visitors can explore the BMW Museum on extensive guided tours. For children in particular there is the Junior Museum. Here, youngsters can explore the exhibits in detail, with plenty of interactive content. Family Sunday is another highlight for children. And the museum also organizes various events, such as the "Night of the White Gloves" when visitors can get to know the museum from a completely new perspective. The "M1" bistro offers visitors a varied lunch menu. The restaurant is run by Feinkost Käfer, a traditional Munich purveyor of fine foods.

///// BMW EVENT FORUM

Together with BMW Welt and BMW Group Classic, the BMW Museum forms the BMW Event Forum. In among all the original historical exhibits, the BMW Museum offers extraordinary event space and rooms. The exhibition can be opened for individual tours as part of an event. Around 50 events are held annually at the BMW Museum.

Opening times:

Tuesday to Sunday, 10:00 – 18:00

Single ticket: EUR 10.00

Alliance ticket*: EUR 7.00

Reduced**: EUR 7.00

Group (5 people or more) p. P.: EUR 9.00

Family (up to 2 adults and 3 children under 18): EUR 24.00

// HISTORY AND ARCHITECTURE





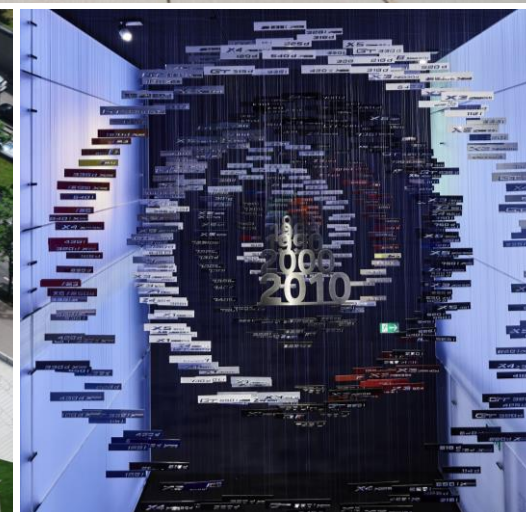
// FACTS & FIGURES

- // BMW opened its own factory museum in a room at the Munich headquarters back in 1966.
- // Following reconstruction, the floor area of the museum was five times greater than before.
- // Prof. Karl Schwanzer won the international architecture competition to design the BMW high-rise complex and the BMW Museum.
- // Atelier Brückner was responsible for the reconstruction phase which integrated the low-rise building in the BMW Museum.
- // The BMW Museum was opened on May 18, 1973.
- // The museum was conceived as a "continuation of the road in the rebuilt environment": A road, the visitor ramp, connects the bowl and the low-rise building and leads to all 25 exhibition areas.
- // The bowl is the symbol of the BMW Museum and houses temporary exhibitions. The roof of the bowl features the BMW logo.
- // Since the BMW Museum was opened there have been lots of different exhibitions. Since 2008, the building has offered separate spaces for permanent, temporary and special exhibitions.
- // The BMW Museum was closed in 2004 and reopened in 2008 following reconstruction and a redesign.

// HISTORY AND ARCHITECTURE OF THE BMW MUSEUM

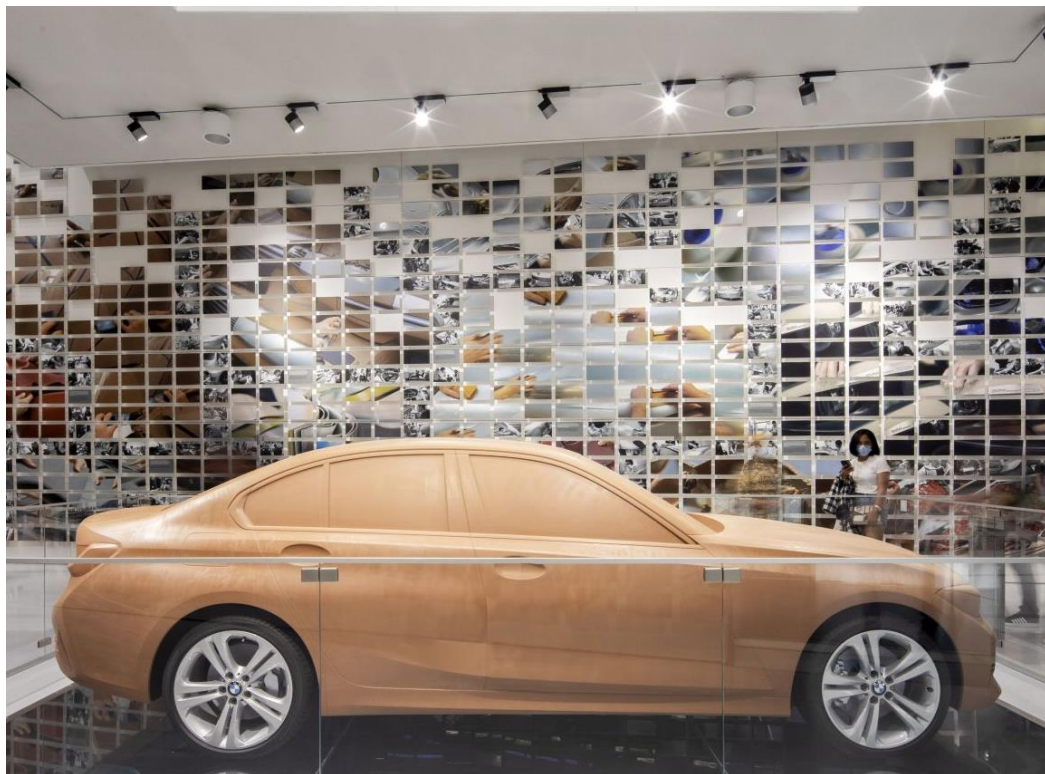
Awareness of the company's history has always been strong at BMW. After a works museum was opened in Munich in 1966, the BMW Management Board decided at the end of the 60s to build its own museum. An architectural competition was organized in which Viennese architect Prof. Karl Schwanzner emerged as the winner and the museum was built according to his plans. He came up with the design for the round structure, which is known locally as the "Salad Bowl" for obvious reasons. The concept for the museum was presented in 1973 under the title of "Streets and squares in the rebuilt environment". A central visitor ramp within the Bowl links a system of platforms that seem to float in the air. This concept was perpetuated when the museum was reconstructed and extended between 2004 to 2008 by Atelier Brückner. Since then, the low-rise building next to the "Salad Bowl" has been part of the museum. "Bridges and houses" extend the architectural concept, which today covers more than five times the area of the original museum. A system of ramps characterizes the interior of the museum, flowing through the interior space and appearing almost weightless. Modern facades for the seven exhibition houses, unusual visual perspectives, asphalt floors and ascending, dynamic walkways through the exhibition areas create a lively, urban feel.

More information is available [here](#).



/// EXHIBITIONS





/// FACTS & FIGURES

/// The BMW Museum has 5,000 square meters of exhibition space.

/// The typical BMW inline six-cylinder engine is displayed in the "House of Technology".

/// The tour through the 25 permanent exhibition areas is approximately one kilometer long.

/// The BMW 328 Series sports car is at the center of the "Winners Room" in the "House of Motor Sport".

/// The permanent exhibition comprises seven themed houses: "Design", "Company", "Motorcycle", "Technology", "Motor Sport", "Series" and "BMW Brand".

/// The famous BMW Art Car Collection is a special highlight of the exhibition. At least one of the vehicles from the collection will be on show for a certain time at the BMW Museum.

/// At the heart of the "House of Design" is a kinetic sculpture with more than 700 steel balls, representing the design process of establishing shape and form.

/// The "House of the Company" shows the first steps of the BMW brand, starting with production of the first aircraft engine in 1917.

/// EXHIBITIONS AT THE BMW MUSEUM

The permanent exhibition is the beating heart of the BMW Museum. The exhibits are set out deliberately not in chronological order. Instead, they take visitors from the past to the future through seven themed houses: “Design”, “Company”, “Motorcycle”, “Technology”, “Motor Sport”, “Series” and “BMW Brand”.

The “House of Design” is dedicated to the design process and gives form to the values of the BMW brand. The “House of the Company” shows the history of BMW and presents its corporate culture. The “House of the Motorcycle” tells the story of motorcycle development at BMW. The “House of Technology” is dedicated to the technical innovations that have enabled BMW to meet the ever-growing demands of car and motorcycle production. The “House of Motor Sport” outlines BMW’s racing history. It shows the entire range of technical refinements and reveals the time and effort needed to produce them. The “House of the Series” traces the development of the individual series, such as the BMW 3 Series. The “House of Brand” shows customer communications and presents some customers’ personal experiences with BMW cars. Sustainability at BMW also comes under the spotlight here.

The independent temporary exhibitions in the

“Salad Bowl” focus on special topics, such as the BMW i brand and e-mobility. The BMW Museum has continually expanded its involvement in the cultural environment, supporting more than 40 years of international cultural commitment in Germany. Since its reopening in 2008, the BMW Museum has presented special exhibitions that are closely related to the BMW brand.

More information is available [here](#).



//// VISITOR EXPERIENCE





//// FACTS & FIGURES

//// Guided tours of the BMW Museum are available three times a day.

//// Family Sunday takes place on the last Sunday of the month in cooperation with the creative events company “We are Family”.

//// Tours of the BMW Museum are offered in German and English.

//// The “Night of the White Gloves” has been held since 2008 and attracts around 2,000 participants to the museum every year.

//// Guided tours of the BMW Museum are conducted by qualified experts who, if desired, can focus on special topics and interests.

//// The Junior Museum was developed together with renowned educators.

//// Apart from being great fun, the Junior Museum focuses on developing skills such as perceptiveness, communication, creativity, logical thinking, historical awareness and aesthetics.

//// VISITOR EXPERIENCE AT THE BMW MUSEUM

Guided tours are offered three times a day and are an excellent way to explore the BMW Museum. The tours last one hour, during which visitors will be taken round the numerous exhibits and will learn about the history of the BMW brand.

For children in particular there is the Junior Museum. It is open all year and encourages youngsters to discover the world of mobility. Age-appropriate workshops help young visitors to explore exciting topics from different angles. The BMW Museum sees itself as an extra-curricular activity center for cross-discipline learning. The pedagogic focus of the BMW Museum is the active examination of the exhibits. Once a month, the BMW Museum holds a "Family Sunday" when children can explore the various exhibitions and have fun learning about such things as mobility, design and sustainability.

Another highlight for children, which takes place several times a year, is the "Night in the Museum" event when they can spend the night among their favorite vehicles.

And there is also an event for adults which lets them experience the BMW Museum in a unique way. On the "Night of the White Gloves" visitors all wear white gloves, which means they have the unique opportunity to touch the exhibits.

The free BMW Museum app can be used to

view the exhibits from the comfort of your home. And at the museum itself the app also acts as an audio guide.

Catering at the BMW Museum is provided by the "M1" bistro. The bistro is run by Feinkost Käfer, a traditional Munich purveyor of fine foods, and offers a varied lunchtime menu.

You can find more information on the guided tours [here](#), on the Junior Museum [here](#) and on the catering [here](#).



//// BMW EVENT FORUM





///// FACTS & FIGURES

///// There are four rooms at the BMW Museum that can be booked for events: the BMW Square, the Museum Foyer, the Bowl and the Visions room.

///// The Foyer has a floor area of 200 square meters.

///// Around 50 events are held annually at the BMW Museum.

///// The BMW Square and the Visions room offer state-of-the-art technical infrastructure for digital events.

///// In 2014, the BMW Museum was presented with the Location Award in the Special And Themed Locations category.

///// With a total area of 407 square meters, the BMW Square is suitable for product launches, award ceremonies, gala dinners and fashion shows.

///// EVENTS AT THE BMW MUSEUM

The BMW Museum together with BMW Welt and BMW Group Classic forms the BMW Event Forum. The BMW Museum offers four event spaces: the BMW Square, the Foyer, the Bowl and the Visions room. The special ambiance of original exhibits, excellent infrastructure, individual event services and high-quality technical equipment create a unique setting for around 50 customer events every year.

Right from the start, event organizers can rely on the advice and support of an experienced project manager. The interaction between innovative media technology and the architecture of the BMW Square allows for new forms of multimedia staging and event choreography. The Foyer is ideal for events such as receptions and presentations because it offers views of the exciting interior architecture as well as some of the exhibition space. The two top exhibition areas in the Bowl allow for 360-degree projections and particularly impressive event staging. The terrace of the "M1" restaurant has direct views of BMW Welt and the adjacent Olympic Park and can be hired for events.

All-round customer care includes personal services such as hostesses, wardrobe attendants and security services.

With its TV and streaming studios, the BMW Museum has created a new and innovative

offering in the form of a complete digital event platform. Experienced experts are on hand to help customers with everything from planning and implementation to final transmission and distribution. Specialists in video, sound, lighting, direction and streaming are also available to guarantee smooth operation and the right emotional content.

Individually designed incentive programs turn events into all-round experiences. The BMW Brand Experience allows event organizers to choose any of four different packages which reflect the diversity of the BMW Group brands. Programs for up to 20 people can be compiled from a selection of fascinating guided tours of the current exhibitions at the BMW Museum, creative car design workshops at BMW Welt and exciting driver training. Catering is provided by exclusive partner Feinkost Käfer.

More information is available [here](#).



///// PRESS CONTACT

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