

Media Information
November 30, 2021

BMW returns to Art Basel in Miami Beach as official automotive partner.

Launching the new BMW Concept XM, BMW features artist Kennedy Yanko and Grammy-award winner NAS.

Munich/Miami Beach. BMW is again official partner of Art Basel in Miami Beach in 2021. In the latest chapter of the partnership, BMW held the official world premiere of an all-new concept vehicle, the BMW Concept XM, on Monday, November 29 in Miami Beach. As longstanding global partner of the shows in Basel, Miami Beach and Hong Kong, BMW once again offers its VIP shuttle service and celebrates 50 years of BMW Group Cultural Engagement with the presentation of the new BMW XM concept car together with the artist Kennedy Yanko and hip-hop legend NAS.

The BMW Concept XM, an all-new standalone concept vehicle by BMW M, was debuted at a special event on Monday, November 29 at Herzog & de Meuron's famous 1111 Lincoln Road parking deck in Miami Beach, Florida. The vehicle embodies a radically new concept: a zero-compromise BMW M with striking BMW X design language including the new, progressive front-end design of BMW's forthcoming luxury-class models which can be seen on the BMW Concept XM for the first time.

The world premiere treated guests to the concept vehicle debut, a sculpture of art specially created by Kennedy Yanko for the event, and a special musical performance by GRAMMY-award winning hip-hop and recording artist NAS. Creative freedom and partnership at eye level are essential for BMW Group's cultural engagement.

"This moment of co-creation between visual art and music by Kennedy Yanko and NAS brings together two cultural fields that have inspired each other for many decades and are two main areas of BMW brand cooperations," said Stefan Ponikva, Head of BMW Brand Communication and Experience. "It all started with a dialogue with our designers around the BMW Concept XM and this exchange on eye-level is what makes our collaborations authentic. And Art Basel as the most renowned art fair with plenty creative and expressive minds across the disciplines, offers us the perfect platform to present our latest cultural engagement."

"Art Basel in Miami Beach is the perfect moment to launch the BMW Concept XM, a product unlike anything we've ever produced," said Uwe Dreher, vice president of marketing, BMW of North America. "This unique concept vehicle is matched perfectly to the expressive artwork from our partner artists, underscoring BMW Group's five-decade long commitment to supporting culture and the arts in meaningful ways."

Kennedy Yanko is a Brooklyn, New York-based artist and sculptor. Using the BMW Concept XM as inspiration, she created an original sculpture work utilized in the activation. The piece was inspired by a creative dialogue with NAS starting point of which was the encounter of the artists with the BMW Concept XM. "Intrinsic Sage", as the artwork is called, joins paint skin and metal in a surge of intuition. Created with the artist's spirit in mind, this piece emphasizes the power that comes from following one's creative impulse towards innovation. Its namesake nods towards the sanctity of a deep

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consciousness that can only come from trusting one's innate knowing. "Intrinsic Sage" will be on display alongside the BMW Concept XM at the Miami Beach convention center at the north side of the Grand Ballroom Level 2 from December 1-4.

Besides the recent artist collaboration on the occasion of Art Basel in Miami Beach, Art Basel and BMW founded the BMW Art Journey in 2015 – an initiative to support emerging to mid-career artists. The BMW Art Journey can take an artist almost anywhere in the world – to research, to network, to envision and to create new work. After the journey through Europe and Mexico of BMW Art Journey winner 2020, Leelee Chan, BMW presents the collectable of the sculptor summarizing her experiences and impression from her journey "Tokens from Time." The book is published by Hatje Cantz and available [online](#).

Since more than 50 years after its first edition, Art Basel has become one of the artworld's leading events, attracting gallerists, artists, curators, journalists, and art lovers from all over the globe edition after edition. BMW Group is delighted to take part in this success story as a long-term partner of the shows in Basel, Miami Beach and Hong Kong. The BMW Group laid the foundation of its cultural commitment in 1971. At that time the artist Gerhard Richter was commissioned to create three large-scale paintings for the entrance hall of the new Munich corporate headquarters. Since then, a hundred long-term cultural initiatives of the BMW Group in the fields of modern and contemporary art, classical music, jazz and sound as well as in architecture and design have been well established throughout the decades. BMW Group was receiving manifold [congratulatory messages](#) to celebrate 50 years of BMW Group's cultural engagement.

More information about the BMW Concept XM can be found at [BMW USA News](#) and the [BMW Group PressClub](#).

For further questions please contact:

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About Art Basel

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, and Hong Kong. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel's engagement has expanded beyond art fairs through new digital platforms such as Art Basel's Online Viewing Rooms and new initiatives such as The Art Basel and UBS Global Art Market Report and The BMW Art Journey. Art Basel's Global Media Partner is The Financial Times. For further information, please visit artbasel.com.

Celebrating 50 years of BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale BMW Art Cars Berlin Biennale Ólafur Eliásson Art Basel Max Hooper Schneider BMW Art Journey **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu Zaha Hadid Les Rencontres d'Arles Jeff Koons Acute Art Tate Modern **LONGEVITY** Artsy BMW Open Work by Frieze **PARTNERSHIP** Andy Warhol BMW Guggenheim Lab Lu Yang Samson Young Bavarian State Opera BMW Welt Jazz Award **CREATIVE FREEDOM** Tefaf **INTERACTION** State Academic Bolshoi Theatre of Russia Kyotographie Premio de Pintura Garage Museum of Contemporary Art Paris Photo **SUSTAINABILITY** Leelee Chan Art Dubai Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

Why culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, even unsettling sometimes. As corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been involved in hundreds of cultural initiatives worldwide for half a century, both in the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and as essential for groundbreaking works as it is for major innovations within a business enterprise like ours.

Further information: <http://www.bmwgroup.com/culture> and www.bmwgroup.com/overview

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

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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. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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