

BMW
GROUP



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01.

BRIEF INTRODUCTION BMW MUSEUM

BMW MUSEUM.

The BMW Museum in Munich takes its visitors on an impressive journey through more than 100 years of car and motorcycle history shaped by wonderment, innovation, dynamism and the joy of the open road on two wheels and four. It charts a course from the early days to the present day, and in so doing paints a comprehensive picture of the BMW brand's talent for innovation.

Good news about the Museum has travelled fast: with over 840,000 visitors in the past year, it is one of Munich's most popular. The BMW Museum is part of BMW Group Classic – the wing of the company charged with nurturing the history of BMW and everything that involves.



Topic overview

02

HISTORY AND ARCHITECTURE.

The BMW Museum is one of the oldest car museums in Germany. It was built in 1973 a stone's throw from the heart of the company, the BMW Tower – a.k.a. the "Four-Cylinder" building.

Viennese architect Karl Schwanzer designed the building, including the distinctive Rotunda.

Also referred to as the "Bowl", the Rotunda embodies the concept of "bringing the road environment into the renovated exhibition space".

In 2008 the Museum underwent a comprehensive redesign and significant expansion.

03

EXHIBITION AND EXPERIENCES.

A permanent exhibition – spread over an area of 4,000 square metres and split into seven theme-based exhibition houses – uses around 125 original exhibits from over 100 years of BMW Group history to illustrate the development of the company and its brands. In the Rotunda, temporary exhibitions covering 1,000 square metres are dedicated to the company's brands or notable contemporary themes. They focus on their own distinct topics and examine specific aspects of the company and BMW history.

Visitors can also immerse themselves in the BMW Museum as part of an all-encompassing guided tour. Added to which, the BMW Museum hosts events – such as the "Long Night of Munich Museums" – that encourage guests to experience it from a whole new perspective. Meanwhile, the "M1" bistro run by acclaimed Munich caterers Feinkost Käfer serves up a rich variety of culinary treats.

04

BMW JUNIOR MUSEUM.

For kids and teenagers, the BMW Junior Museum is the place to be. Interactive tours invite the young visitors to learn all about the history of the BMW brand and explore the exhibits in depth.

A selection of different workshops introduce fascinating content on topics such as design, architecture, art and sustainability, and fuel the creativity of the youthful participants.

Another highlight for youngsters is Family Sunday, which has a reoccurring place on the calendar each year

02.

HISTORY AND ARCHITECTURE.

OVERVIEW.

Back in 1966, BMW opened a factory museum on the site of its home plant in Munich.

Architect Karl Schwanzer then won an international competition to design the BMW Tower site, including a new BMW Museum.

The Rotunda, popularly known as the "Bowl", is the signature feature of the BMW Museum and houses the temporary exhibition. Its roof is adorned with the BMW logo. The BMW Museum opened its doors on 18 May 1973.

In 2004 the Museum closed temporarily to allow a comprehensive redesign and significant expansion of the building.

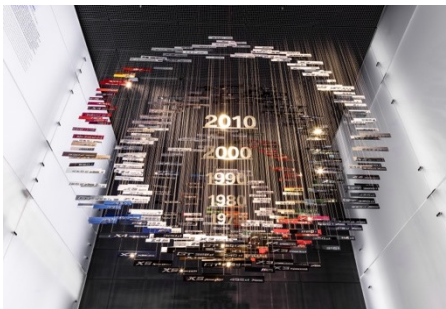
In June 2008, the BMW Museum re-opened with five times the exhibition space. The renovation was the work of Atelier Brückner; the firm integrated the low-rise section of the building into the overall design to create a structural extension of the Museum.

The BMW Museum was designed to "bring the road environment into the renovated exhibition space": visitors walk along a ramp – the "road" – that connects the "Bowl" and the low-rise section, and leads to all 22 exhibition areas.

Since 2008, the building has been home to permanent, temporary and special exhibitions.



HISTORY AND ARCHITECTURE IN DETAIL.



BMW has always demonstrated a keen awareness of its history. A factory museum was opened at the Munich plant back in 1966, and in the late 1960s the BMW Board of Management decided to build a museum to reflect the company as a whole.

Viennese architect Karl Schwanzer won the competition to design the building, and the Museum was duly created according to his plans. His was the inspiration behind the Rotunda, also known informally as the "Bowl" on account of its distinctive appearance.

The Museum concept was presented in 1973 under the heading "Streets and urban squares in the renovated exhibition space". A central ramp within the Rotunda connects a system of apparently floating platforms. Design firm Atelier Brückner took the concept to the next stage with the renovation and expansion of the Museum from 2004 to 2008, since when the low-rise section of the building has been part of the overall complex together with the "Bowl".

"Bridges and houses" have been added to the architectural concept, which has expanded the surface area of the Museum to five times its original size. A system of ramps shapes the inner structure of the Museum. It reaches dynamically into the space and appears to be almost weightless.

The modern facades of the seven exhibition houses, unusual lines of sight through the interior, asphalt floors and upward-spiralling pathways through the exhibition areas create a lively urban setting.



You can find more information on the BMW Museum [here](#).

03.

EXHIBITION AND EXPERIENCES.

OVERVIEW.

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

A tour through the 25 areas of the permanent exhibition extends for around one kilometre.

The permanent exhibition is made up of seven exhibition houses: "Design", "Company", "Motorcycle", "Technology", "Motorsport", "Series" and "Brand".

A particular highlight of the exhibition are the renowned BMW Art Cars. Alternating examples from the collection are shown in the BMW Museum at varying intervals.

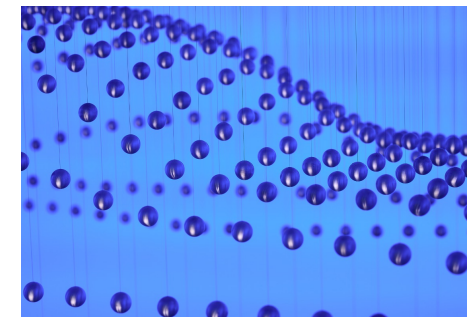
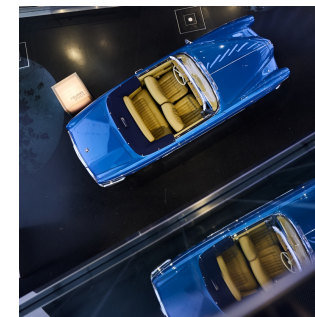
At least three guided tours through the permanent exhibition are offered per day in German and English.

The BMW Museum also lays on a free-of-charge digital experience that enables interactive exploration of the exhibitions and BMW history via a smartphone or tablet.

Tickets can be purchased online or at the Museum. An online ticket gives visitors entry to the exhibition area without having to wait.

Entry tickets, guided tours and souvenirs can be purchased at the BMW Museum using a credit card, contactless method or mobile wallet – either online, using the payment machines or at the cash desk.

Refreshments during a visit to the BMW Museum can be enjoyed at the "M1" bistro. Operated by acclaimed caterers Feinkost Käfer, "M1" welcomes guests with a wide variety of lunch options.



EXHIBITIONS IN DETAIL.



The permanent exhibition represents the core of the BMW Museum and takes visitors on a themed journey from the past into the future. The route leads guests through seven exhibition houses.

The "House of Design" is all about the design process and charts the progression from idea brainstorming to style-defining product; the "House of the Company" explores the history and company culture of BMW; and the "House of the Motorcycle" studies the development of motorcycle design and engineering at BMW.

The "House of Technology" displays the technical innovations BMW has employed to meet the ever-growing demands of car and motorcycle design. In the "House of Motorsport", the history of BMW in race competition commands the spotlight. Here, we showcase the full spectrum of technical possibilities, turned into reality with no effort or endeavour spared.

The "House of the Series" details the development of individual model ranges, such as the BMW 5 Series.

BMW's lines of communication with the people who use its vehicles is the theme for the "House of the Brand", which looks at customers' personal experiences with BMW cars. This house also examines the subject of sustainability at BMW.

In addition, the temporary exhibitions in the "Bowl" each have their own theme and are dedicated to particular subject areas at the company. Examples have included the BMW i brand and the overall sphere of electric mobility. Since the BMW Museum re-opened in 2008, it has used special exhibitions like these to present topics in which the BMW brand is deeply engaged.



You can find more information on the exhibitions [here](#).

EXPERIENCES IN DETAIL.

The hour-long guided tour through the permanent exhibition gives visitors the chance to immerse themselves in the Museum's wealth of exhibits and gain some fascinating background insights into the development of the BMW brand. The tours are led by recognised experts, who are more than happy to incorporate specific topics or areas of interest on request.

The BMW Museum can also be explored digitally via accompanying content on smartphones or tablets. Here, visitors can find out more about the history of the BMW brand and have a lot of fun in the process.

The BMW Museum uses cashless purchase options only – i.e. credit card, contactless methods or mobile wallet – for entry tickets, Museum tours and souvenirs. Entry tickets can be paid for online, using the ticket payment machines or at the cash desk.

Guided tours, kids' birthday parties and school holiday activities can also be booked online – up to six months in advance.



You can find more information on the guided tours and current entry prices [here](#).



04.

BMW JUNIOR MUSEUM.

OVERVIEW.

The BMW Junior Museum was developed in cooperation with renowned education experts.

As well as ensuring a generous dose of fun, the BMW Junior Museum also focuses on skills such as visual perception, communications, creativity, joined-up thinking, historical awareness and aesthetic development.

Various workshops designed specifically for the age group at hand give the children insights into the world of mobility.

The workshops are suitable for birthday parties, school classes, holiday programmes, kindergartens and daycare centres.

The BMW Junior Museum offers three different workshop themes. And a Family Sunday is held several times a year, with a different motto on each occasion.

Each Thursday during the Bavarian school holidays, the BMW Museum organises a Design Workshop for children aged between 7 and 13. Places can be booked individually. Here, the youngsters have the opportunity to develop their own vehicle designs under the guidance of our experts.



WORKSHOPS IN DETAIL.

The BMW Junior Museum is designed specifically for younger guests.

The BMW Junior Museum programme invites children and teenagers on a journey of discovery through the world of mobility and is available all year round. Workshops designed for the age group at hand allow young visitors to delve into interesting topics from different angles.

The workshops feature fascinating content on topics such as design, architecture, art and sustainability, and fuel the creativity of the kids. The tour through the BMW Museum included as part of the workshops is designed to respond to the youngsters' interests and meet their needs. Interactive elements allow them to explore mobility from a variety of perspectives and cast an eye over more than 100 years of car and motorcycle history.

The workshops are held in German and English.
The programme offered by the BMW Museum reflects its vision of an extracurricular place of learning for interdisciplinary educational experiences. The main objective of the BMW Museum's educational offering is to encourage active engagement with the exhibits on display. The various workshops are geared to preschool, primary-school and secondary-school children respectively.



WORKSHOPS IN DETAIL.



The following workshops are offered at the BMW Junior Museum for groups and school classes:

- The Design Workshop
- The Film Workshop
- The Detective Workshop

These workshops can also be held as birthday celebration events, which include the option of either bringing your own food or booking refreshments from renowned caterers Feinkost Käfer.

Several times a year, the BMW Museum also adds a Family Sunday with its own particular motto to the calendar. Here, the Museum lays on a wide range of attractions, such as arts & crafts, face painting and much more besides, and also invites guests to visit the exhibition areas of the BMW Museum. Along the way, the kids explore topics around mobility, design and sustainability.

As part of its special school holiday programme, the Museum now also allows places to be booked individually for the Design Workshop held on every Thursday of the holidays. Here, children aged between 7 and 13 can develop their own vehicle designs under the guidance of our experts and with special tools.



You can find more information on what the BMW Junior Museum has to offer [here](#).

05.

PRESS CONTACT.

PRESSEKONTAKT.

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The BMW Museum also offers special tours for media representatives who are keen to find out more. We look forward to hearing from you.

bmw-museum.com

