

BMW Group

Corporate and Governmental Affairs

Media Information
25 September 2009

A excellent year for the BMW Museum. **The BMW Museum welcomes 500.000 visitors and wins 14 international renowned awards.**

Munich. The BMW Museum, reopened in 2008, sets benchmarks with its innovative and fascinating exhibition design, just as it did when it first opened in 1973. Since its reopening, the BMW Museum has raked in 14 internationally prestigious prizes.

Playing a pivotal role in these awards is the Kinetic Sculpture in the entrance area of the Museum. It represents the form-finding process in the car manufacturing ösector. 714 computer-controlled metal balls suspended from fine steel strings display a range of shapes through their movements before the actual BMW design materialises. Besides this sculpture, the outstanding design concept of the Museum's so-called "Mediatecture" is attracting further prizes. The façades of the "Houses" in the new low-rise building are made up of LED surfaces which showcase the exhibits. The sections of the façades surrounding the central plaza in the Museum are made up of more than 700m2 of LED panels, comprising a total of 1.765 million light-emitting diodes that allow the surfaces to be actively illuminated and choreographed. But it isn't only the national and international media who are lauding the BMW Museum: its day-to-day visitors are just as impressed. Since the 2008 reopening, 500,000 visitors have come here to learn about the history of BMW. That ranks the BMW Museum second in Munich's museum landscape after the Deutsches Museum.

Further awards:

Veranstaltung	Datum/Ort	Installation	Preis
Cannes Lions Award http://www.canneslions.com/	24.06.2009 in Cannes	Kinetik	Goldener Löwe
		Mediatektur	Goldener Löwe
ADC Europe http://www.adceurope.org/	15.06.2009 in Barcelona	Kinetik	2 x Gold
D&AD http://awards.dandad.org/2009/	11.06.2009 in London	Kinetik	Gold / Silber
		Mediatektur	nominiert
Deutscher Multimedia Award http://www.multimedia-award.de/	09.06.2009 in Berlin	Kinetik	Award Silber
Prix Ars Electronica http://www.aec.at/index_de.php	Mitte Mai in Linz	Kinetik	Honour Mention
Clio Awards http://www.clioawards.com/	14.05.2009 in Las Vegas	Kinetik	Gold / Grand CLIO
		Mediatektur	Silber
WorldMediaFestival http://www.worldmediafestival.org/ger/	13.05.2009 in Hamburg	Visuelle Sinfonie	Gold

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		BMW Platz	Gold
One Show Awards http://www.enteroneshow.org/	04.05.2009 in New York	Kinetik	Gold / Best of Show
		Mediatektur	Merit
ADC New York http://www.adcglobal.org/	30.04.2009 in New York	Kinetik	Gold
ADC Deutschland http://www.adc.de/servlet/PB/menu/1001192_yno/index.html	25.04.2009 in Berlin	Kinetik	Gold / 2xSilber
DDC "Gute Gestaltung 09" http://www.ddc.de/615--NoName.html	6.12.2008 in Frankfurt a. M.	Kinetik	Gold
Annual Multimedia Award http://www.annual-multimedia.de/	2008	Kinetik	Award
DP3D Award http://www.dp3d.de/	15. 12.2008 in München	BMW Museum	Prädikat: Herausragend
LEAF Award	04.09.2009 in Berlin	Architektur	Gold

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