



Media Information
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"Future Girl" Katy Perry brings a touch of Hollywood to BMW Welt

BMW Welt is the location for the new TV and online campaign for the TV station ProSieben

Munich: World star Katy Perry became the "Future Girl" for the filming of the new image campaign for the TV station ProSieben, and even resurrected Marilyn Monroe in one scene. The spot takes place in the future, and the architecture of BMW Welt still gives an ultra-modern feeling, even in 2050. Shining silver robots and a rocket also have a part to play. As part of the recording, Katy Perry also performed her new song, "Teenage Dream", which comes out on 27 August. Filming took two days in total, with popstar Perry being available for one day. The BMW Welt Hall and Auditorium formed the backdrop for the spectacular interior recording sessions, and the Double Cone – the hallmark of BMW Welt – featured in the futuristic outside shots.

"The multipurpose Auditorium, with its flexible stage flooring and adjustable wall, and the space-age feeling of the BMW Welt architecture were the main criteria that made us decide to film this production in BMW Welt", said ProSieben-Marketing-Chef Thorsten Pütsch. The new image campaign will be appearing on ProSieben from 1 September.

Thomas Muderlak, host and manager of BMW Welt is delighted that ProSieben chose BMW Welt, which, with 2 million visitors, is the most popular attraction in Bavaria, as the location for the unusual film shoot. He was personally on hand to show Katy Perry the highlights of BMW Welt, after which she insisted on signing the BMW Welt guestbook by kissing it.

BMW Welt's recipe for success is based on the diversity of the facilities it offers and its regularly changing exhibitions and focal themes. BMW Welt links technology, design and innovation with lifestyle, energy and culture and provides a public forum for encounters and dialogue. Those who wish to gain a fuller insight into the BMW brand can spend the whole day experiencing the entire complex, made up of BMW Welt, the BMW Museum and the BMW factory. The factory tours start in BMW Welt, which is directly linked via a bridge with the Museum and the Headquarters (the administrative building for the BMW Group). The authenticity and continuity of BMW, the history of the brand and its innovative production systems and technology become tangible through the extremely informative guided tours of the factory. With two restaurants, a bistro and a coffee bar, there is plenty of opportunity to eat and drink, and there are shopping facilities too. The Junior Campus is a fascinating independent section for 7- to 13-year-olds, based on the results of the latest scientific child and youth development research, and allowing visitors to discover "Mobility with every sense" in a playful way.



Further information:

BMW Welt
Am Olympiapark 1
D-80809 München

Further information about BMW Welt, the BMW Museum and the factory tours can be obtained every day from 8 a.m. to 10 p.m. by calling: +49 (0) 180 2 118822 (€0.06/ call from German landlines, max. €0.42/min. from German mobiles) or by e-mail from the BMW Welt Information Service.

e-mail: infowelt@bmw-welt.com

internet: www.bmw-welt.com

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