



Media Information
October 15, 2012

KINO DER KUNST.

Festival and exhibition from April 24 to 28, 2013 in Munich.

Munich. Is the White Cube turning into a Black Box? Darkness is taking over in the art museums - after a hundred years of discussing the pros and cons of natural or artificial light, overhead spots or neon bulbs. Moving image and digital projection have entered the art world; a growing number of visual artists work with film and fiction, telling stories and directing professional actors. What, however, does contemporary art want from cinema? And is Hollywood's future really to be found in art museums?

These questions are the core of a new, internationally unique event in Munich: KINO DER KUNST wants to be exhibition and film festival in one, showcase for contemporary trends in art and international meeting point for artists, curators and the public. KINO DER KUNST extends the conventions of cinema and investigates new forms of narration.

The current relationship between cinema and art is explored with the International Competition for single-channel art works; a historical movie program features films by artists from Hans Richter or Rebecca Horn to Steve McQueen or Julian Schnabel; retrospectives and geographic focuses are presented as well as multi-channel installations. Screenings take place at several movie theatres in the University of Television and Film and the ARRI Kino, talks in the Academy of Fine Arts. Multichannel works are installed in the Pinakothek der Moderne / Schaustelle, Museum Brandhorst and the Goetz Collection.

Famous New York artist Cindy Sherman has confirmed to be member of the jury, just as artist Isaac Julien from London and Jean de Loisy, director of the Palais de Tokyo in Paris. They will award two main prizes with a total value of €20,000. A retrospective including movies, multi-channel works and feature-length documentaries from the last 20 years will honor artist and filmmaker Isaac Julien. Lectures and panel discussions, workshops and a showcase for a Young Talents Award aimed at European artists under 35 complete the program.

KINO DER KUNST is partnered with the Bavarian State Ministry of Sciences, Research and the Arts, the German Federal Cultural Foundation, the Allianz Cultural Foundation, BMW and the GoetzCollection.

Further information on the International Competition and the festival, as well as photo downloads can be found under www.kinoderkunst.de.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone

Internet
www.bmwgroup.com



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About BMW's Cultural Commitment

For more than 40 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on modern and contemporary art, jazz and classical music as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York. The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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For questions please contact:

Antonia Ruder
BMW Group Corporate Communications
Cultural Engagement
Telephone: +49-(0)89-382-51468, Fax: +49-(0)89-382-10881
Internet: www.press.bmwgroup.com
E-mail: presse@bmw.de

Ursula Teich
KINO DER KUNST
Telephone: +49-(0)221-5743112
Internet: www.kinoderkunst.de
E-mail: teich@kinoderkunst.de