

Media Information
June 22, 2015

6th Triennial of Photography Hamburg sponsored by MINI **Exhibition of MINI SUPERLEGGERA VISION and of** **photographs from series “MINI Goes Tibet”**

Hamburg. Under the motto THE DAY WILL COME, this edition of the festival will revolve around the future of photography and the future IN photography: hopes that come alive, visions that come true, beauty that touches us and images we share with one another. As part of the festival MINI will present THE MINI SUPERLEGGERA VISION. It is a classic roadster, a unique model which blends the tradition of classic coachwork construction with the MINI's authentic British styling to create timeless aesthetic appeal.

Any age is right for the trip of a lifetime. In August 2013, a convoy of MINI pushed off from five different locations in Tibet with a single destination: Everest. As second part of the festival MINI will present photographs of the journey.

MINI co-operates with many cultural institutions around the world, such as the Goethe-Institute New York, where it supports the “MINI / Goethe-Institut Curatorial Residencies Ludlow 38”. Additionally, MINI participates in many renowned design shows and festivals such as the Salone del Mobile in Milan and the London Design Festival as well as co-operating on design installations with well-known artists or changing installations at the abc in Berlin.

For further questions please contact:

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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

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.



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In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based 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.

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