

Media Information
May 3, 2016

BMW presents Frieze Sounds, VIP shuttle service and Art + Design Talks at Frieze New York 2016

New York/Munich. As a partner of Frieze New York international art fair for the fifth consecutive year, the BMW Group is pleased once again to present Frieze Sounds – an experiential sound installation program – both in the BMW 7 Series VIP shuttle service and in the BMW 7 Series lounge, new to the fair this year. BMW will also host two art and design talks at Soho House, as part of the fair’s programmed events. Frieze New York will be held on Manhattan’s Randall Island from May 5 to 8, 2016.

Curated by Cecilia Alemani, Frieze Sounds expands the fair’s artistic scope by activating the visitor’s experience through sound. This year’s program features three specially commissioned audio works by artists Giorgio Andreotta Calò, in collaboration with MADRIEMA, GCC and Liz Magic Laser. In addition to listening in BMW VIP shuttles, visitors will also experience the sound works at a listening station inside Frieze’s Reading Room, as well as in the BMW 7 Series lounge. The works are also accessible online at friezeprojectsny.org.

“The BMW 7 Series VIP shuttle service will act as an extension of the Frieze New York experience by showcasing the Frieze Sounds program for guests as they ride to and from the fair,” said Ludwig Willisch, President and CEO of BMW of North America. “The luxurious interior and relaxing environment inside our all-new 7 Series provides the ideal setting for listening to these wonderful installations.”

BMW will also host two art and design talks as part of its ongoing partnership with Soho House. On May 3, illustrator Nicholas Blechman will speak with Rob Giampietro, current Creative Lead for Google Design NY, on graphic design in the digital age. On May 7, BMW explores the field of design with a conversation between Sir Russell Coutts, CEO of the America’s Cup Event Authority, and Laurenz Schaffer, President of Designworks, about how design affects performance.

As one of the most important fairs of contemporary art worldwide, Frieze New York presents over 190 leading international galleries annually. BMW has been a partner of Frieze London since 2004, and in 2012, the partnership was extended to include Frieze New York.

Apart from Frieze, for more than a decade, BMW has been an active partner of renowned international art fairs including Art Basel Hong Kong, Miami and Basel, Berlin Gallery Weekend and TEFAF Maastricht. In addition, the BMW Group is partner of internationally acclaimed museums such as Tate Modern in London, publishes the “BMW Art Guide by Independent Collectors” together with Independent Collectors and focuses on promoting young art with initiatives such as the BMW Art Journey or the Preis der Nationalgalerie.

About BMW Group’s Cultural Commitment

For almost 50 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 contemporary and modern art, classical music and jazz 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, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have co-operated with BMW. Currently, female artist Cao Fei from China and American John Baldessari are creating the next two vehicles for the BMW Art Car Collection. Besides co-initiatives, such as

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BMW Tate Live, the BMW Art Journey and the “Opera for All” concerts in Berlin, Munich and London, the company also partners with leading museums and art fairs as well as orchestras and opera houses around the world. The BMW Group takes absolute creative freedom in all its cultural activities – as this initiative is as essential for producing groundbreaking artistic work as it is for major innovations in a successful business.

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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.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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