

Media Information
06. June 2016

BMW as official partner of Art Basel 2016. **BMW Art & Design Talk with Cao Fei and Karim Habib.**

Basel. From **June 16 to 19**, the Swiss edition of Art Basel offers again extensive insights into the work of over 4.000 artists, presented by more than 280 leading galleries from all over the world. As long-term global partner of the shows in Basel, Miami Beach and Hong Kong, BMW again enables the comprehensive shuttle service for VIP guests this year and hosts an art and design talk as well a reception on the occasion of the BMW Art Journey.

On Wednesday, June 15, a **BMW Art & Design Talk** will offer first insights into the design studies for the next BMW Art Car. In conversation with Karim Habib, Vice President Design BMW Automobiles, the artist Cao Fei will present her plans for the 18th vehicle of the BMW Art Car collection at the UBS Forum. The young Chinese artist – considered by international media as the most important contemporary artist of her country – currently receives great critical acclaim for her first US solo show at MoMA PS1. At the end of 2015, an expert jury, made up of notable museum directors and curators, nominated Cao Fei and American artist John Baldessari to create one BMW Art Car each.

In order to celebrate the very first and most recent art initiatives of the BMW Group – the BMW Art Car Collection and the **BMW Art Journey** – as well as the company's centenary, BMW furthermore invites to an exclusive cocktail reception at the UBS Forum on the first preview day. At the end of May, an international jury of experts selected **Abigail Reynolds** (represented by Rokeby, London) from a shortlist of three artists from the Discoveries sector of Art Basel in Hong Kong. Just like a mobile studio, the BMW Art Journey can take its winners almost anywhere in the world, to make new contacts, conduct research and create new work. All artists showing at the Positions and Discoveries sector of Art Basel in Miami Beach and Hong Kong are invited to submit their proposals.

Please find further information on the BMW Art Journey here:

www.bmw-art-journey.com

In addition to Art Basel's shows in Basel, Miami Beach and Hong Kong, the BMW Group also supports other art initiatives, such as Gallery Weekend Berlin and abc art berlin contemporary. The company also cooperates on a long-term basis with numerous cultural institutions and artists worldwide, supporting projects such as "BMW Tate Live" and the "Preis der Nationalgalerie".

More information about the cultural commitment of the BMW Group is available at:
www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview



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About Art Basel

Art Basel stages the world's most important art shows for modern and contemporary art in Basel, Miami Beach and Hong Kong. Each host city and region define the unique character of the individual art shows, as reflected in the galleries which participate, the works presented and the content of the supporting events devised in cooperation with local institutions. In addition to the elaborately designed stands by leading galleries from across the globe, the specific exhibition sectors of the art show draw visitors' attention to the most recent developments in visual arts and provide them with new ideas and inspiration. Further information is available at artbasel.com

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 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.

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 31 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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