



Media Information
June 02, 2017

**BMW official partner of Art Basel in Basel 2017.
BMW Art & Design Talk featuring BMW Art Car artist Cao
Fei, Davidoff resident Yan Xing and Philip Tinari, Director
of the Ullens Center for Contemporary Art, Beijing.**

Basel. From June 15 to 18, 2017, the Swiss edition of Art Basel offers again extensive insights into the work of over 4,000 artists, presented by 291 of the world's leading galleries. As in previous years and as longstanding partner of the shows in Basel, Miami Beach and Hong Kong, BMW will once more offer its VIP shuttle service as well as its BMW Art & Design Talk.

On June 14, the **BMW Art & Design Talk** will be presented by two partners of Art Basel, BMW and Davidoff. The panel will feature Cao Fei, creator of the 18th BMW Art Car, Davidoff resident Yan Xing and Philip Tinari, Director of the Ullens Center for Contemporary Art in Beijing, who will come together at UBS Forum to discuss the topic "Art & China: Is there an avantgarde?"

On the first preview day of the show, Dr Nicolas Peter, board member of BMW AG will host an exclusive reception at UBS Forum in presence of Marc Spiegler, Global Director of Art Basel. While at the time of this year's Art Basel the 18th BMW Art Car will still be on its display in China following its world premiere in Beijing at the end of May, an app developed by Cao Fei and the engineers of BMW will be presented at the reception. Guests will thus be able to experience Cao Fei's installation via an augmented reality projection integrated in the app.

As long-term partner, BMW has supported the global fairs of Art Basel in Basel, Miami Beach and Hong Kong for many years. The BMW Art Journey is a global collaboration between Art Basel and BMW, created to enable emerging artists to undertake a creative research journey to a destination of their choice and to develop and realize new ideas and projects. This unique award is open to all artists exhibiting in the Discoveries and Positions sectors in the Hong Kong and Miami Beach shows of Art Basel, respectively. Two judging panels comprised of internationally renowned experts meet first to select a shortlist of three artists from the sector, who are then invited to submit proposals for a journey aimed to further develop their ideas and artistic work. The jury reconvenes to choose a winner from the three proposals. For further information on the BMW Art Journey, please visit: www.bmw-art-journey.com

In addition to Art Basel in Basel, Miami Beach and Hong Kong, BMW supports renowned art fairs and art initiatives including TEFAF, Gallery Weekend and Kochi Muziris Biennale. BMW further cooperates on a long-term basis with cultural institutions and creative minds the world over to promote formats such as BMW Tate Live or Preis der Nationalgalerie.

For further information on the cultural engagement of BMW Group, please go to: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview



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About Art Basel

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, and Hong Kong. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition.

Art Basel's engagement has expanded beyond art fairs through a number of new initiatives. In 2014, Art Basel launched its Crowdfunding Initiative, in collaboration with Kickstarter. This initiative presents jury-selected art projects to potential benefactors, which include Art Basel's vibrant audience and the Kickstarter community. The initiative has catalyzed much-needed support for outstanding non-commercial art projects worldwide and so far has helped pledge over \$1.4 million to creative projects around the world. For Art Basel Cities, launched in 2016, Art Basel is working with selected partner cities to develop vibrant and content-driven programs specific to the individual city. Connecting them to the global art world through Art Basel's expertise and network, Art Basel Cities supports its partners to develop their unique cultural landscape. For further information please visit 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

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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.



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In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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