

Media Information
May 8, 2018

BMW Group Presents: 200 Women Who Will Change the Way You See the World.

New Book and Storytelling Exhibition Celebrating Inspirational Women Opens at Pen + Brush Gallery in New York City on May 15th.

Woodcliff Lake. The BMW Group is proud to present 200 Women Who Will Change the Way You See the World, a new book and storytelling exhibition celebrating a diverse group of inspirational women. Opening at Pen + Brush gallery in New York City on May 15 and supported by BMW Group, 200 Women Who will change the way you see the world is a free photo exhibition designed to provoke thought on diversity and equality through the stories of 200 women from around the world.

The exhibition is based on the storytelling project and book of the same name by creators Geoff Blackwell and Ruth Hobday and published by Chronicle Books, 200 Women Who Will Change the Way You See the World. The book was inspired by the simple idea of persuading 200 women – regardless of nationality, race, religion, status or celebrity – to answer a series of five questions describing what is most important to them in life, and allowing themselves to be photographed and filmed in front of a plain sheet of fabric by photographer Kieran E. Scott. The book features all 200 original interviews and accompanying photographs.

Geoff Blackwell, co-author of 200 Women Who Will Change the See the World said, “Our intention wasn’t to simply focus on successful and powerful women, but to highlight the diversity and authenticity of real women with real stories, and bring out the humanity of each individual’s experiences.”

Among the women honored are the recently passed Winnie Madikizela-Mandela, who was a remarkable freedom fighter on the front line of the struggle for the people in South Africa, bestselling authors Chimamanda Ngozi Adichie and Margaret Atwood, actor and activist Gillian Anderson, supreme court justice Ruth Bader Ginsburg, New Zealand prime minister Jacinda Ardern, classic violinist Anne-Sophie Mutter and conservationist Jane Goodall, alongside other activists, artists, astronauts, entrepreneurs and a brave Nepalese woman who has spent most of her life living on the streets of Kathmandu selling cigarettes – one at a time – to support her family.

“Our goal for 200 Women was diversity, and above all, authenticity, and the responses of all of the women we interviewed simultaneously educated, humbled and inspired us,” says co-author Ruth Hobday. “Over and over they were uplifting examples of kindness, selflessness, strength, wisdom, inspiration and the most compellingly of all, truth.”

Following the U.S. showing, BMW will also present the exhibition at two separate locations in Munich, Germany: at the Alte Bayerische Staatsbank (October 27 – November 21) and at the Technical University of Munich (November 28 – December 14).



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The exhibit schedule includes:

Pen + Brush Gallery , 29 East 22 nd Street New York, NY, USA	May 15 – June 30
Alte Bayerische Staatsbank , Kardinal- Faulhaber Straße 1, Munich, Germany	October 27 – November 21
Technical University of Munich , Arcisstraße 21, Munich, Germany	November 28 – December 14

BMW Group In America.

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; Designworks, a strategic design consultancy based in California; technology offices in Silicon Valley, Chicago and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 345 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 127 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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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. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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