

Media Information  
October 29, 2018

## **“200 Women who will change the way you see the world”.**

### **German premiere of exhibition had been celebrated in Munich with over 400 guests.**

**Munich.** On October 27, New Zealand initiators **Blackwell & Ruth** and the German publisher of the book “200 Women who will change the way you see the world”, **Dr Elisabeth Sandmann**, together with the project’s exclusive partner **BMW Group**, had celebrated the German premiere of the eponymous exhibition with over 400 exclusive guests at Alte Bayerische Staatsbank in Munich. From October 28 to November 21, the venue will be home to “200 Women who will change the way you see the world” before it will move on to be on display at the Technical University of Munich (TUM) from November 26 to December 14, 2018.

Over the course of the project “200 Women who will change the way you see the world”, various women were asked five identical questions irrespective of their nationality, background, religion, celebrity status or education, and their answers get under one’s skin. What really matters to you? What brings you happiness? What do you regard as the lowest depth of misery? What would you change if you could? Which single word do you most identify with?

The photographs taken exclusively for the book “200 Women who will change the way you see the world” will now be on display in Germany for the very first time. After having been interviewed for the book, each of the 200 women hailing from all over the world sat to be photographed by award-winning photographer **Kieran E. Scott**. With their inimitable style his portraits offer a glimpse into the personal stories of these women. Each portrait was taken in front of a plain sheet of linen.

With the support of BMW Group, the exhibition illustrates a large variety of exceptional narratives and life stories via film and photographic portraits inviting its visitors to think about diversity, equal opportunities, equal rights and courage.

**Harald Krüger, Chairman of the Board of Management of BMW Group**, is convinced that equal opportunities must become the norm as they play a vital role in the development of our societies: “It is a moral imperative to live and promote equal opportunities. There is a direct correlation between societal wealth and equal opportunities for women on the labour market.”

**Dr Elisabeth Sandmann, publishing house Elisabeth Sandmann Verlag** said, “It has always been my mission to make women more visible. The 200 women we read about here, whose voices we hear and whose faces we see, humble us. These women show us that courage and passionate commitment really do bring about change in the world. To that effect, this project is also about hope, future prospects and change.”



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As part of the vernissage, held on October 27 at 6 PM at Alte Bayerische Staatsbank, the project's initiator Geoff Blackwell (Blackwell&Ruth) and Dr Elisabeth Sandmann (publishing house Elisabeth Sandmann Verlag) will discuss to what extent "200 Women who will change the way you see the world" can indeed affect how we look at the world. In addition, the project's co-initiator Ruth Hobday (Blackwell&Ruth) will talk with TV host and producer **Bettina Böttinger** and some of the book's protagonists including photojournalist **Julia Leeb**, **Sahm Venter**, senior researcher at Nelson Mandela Foundation and **Diane Wright Foley**, head of James W. Foley Legacy Foundation. New Zealand singer **Kimbra**, another participant of the project, will provide the musical entertainment for the opening. Many of the international participants of "200 Women who will change the way you see the world" will also attend the project's vernissage.

**Vernissage:**

Saturday, October 27, 2018, 6 PM  
Alte Bayerische Staatsbank  
Kardinal-Faulhaber Straße 1, 80333 Munich

**Exhibition dates:**

October 28 to November 21, 2018  
Alte Bayerische Staatsbank  
Kardinal-Faulhaber Straße 1, 80333 Munich

November 26 to December 14, 2018  
Technical University of Munich  
TUM Campus München, Immatrikulationshalle, Arcisstraße 21, 80333 Munich

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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. In 2016 and 2017, female artist Cao Fei from China and American John Baldessari created 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](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/culture/overview](http://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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