

Media Information
November 28, 2019

BMW announces new possibilities at the crossroads of sound, music, and technology.
Long-term collaborations with world-renowned orchestras and musicians.

Munich. London Symphony Orchestra. Teatro alla Scala. Bolshoi Theatre. Bayerische Staatsoper. Staatsoper Unter den Linden. Elbphilharmonie. Polish National Opera. The Munich Philharmonic. For many years and often even decades, BMW has been collaborating with world-renowned orchestras in creating formats such as “BMW Opera Next” and “BMW Classics” to offer entirely novel ways to experience music. As a result, millions of visitors have enjoyed free concerts performed at the famous squares in select cities all over the world as well as on online platforms.

In addition, the electrification of vehicles opens up entirely new possibilities at the crossroads of sound, music and mobility. In 2019, BMW partnered with internationally renowned film music composer and Academy Award winner Hans Zimmer to compose the electric drive sounds and sound signs for the BMW Vision M NEXT.

Music is highly emotional and creates unforgettable moments. What is the potential hidden in this universal language? Developing new sounds continuously represents an incredible opportunity.

To this end, BMW intends to also involve orchestras as part of the sonic exploration that will define sounds of the future and its international partners were thrilled at the prospects of this initiative.

Sir Simon Rattle, Music Director of London Symphony Orchestra:

“Each summer since 2012, London’s iconic Trafalgar Square plays host to the capital’s largest free open-air classical music concert, BMW Classics. Our shared mission in producing ‘BMW Classics’ is simple – to bring great music and the opportunity to participate in great culture to as many people as possible – and with this concert now being livestreamed on the orchestra’s YouTube channel, we can reach audiences all around the world. Every year we also present a brand new work by an emerging composer; without the support of BMW and the Mayor of London, commissioning a new piece and holding a free event of this sort would simply not be possible. The LSO is proud of our Principal Partnership with BMW and look forward to working together for many years to come.”

Vladimir Urin, General Director of Bolshoi Theatre, Moscow:

“We are very pleased that our long-standing friendship and partnership with BMW has been embodied in open-air concerts, which can be visited by residents and guests of Moscow. Now the Bolshoi Theatre has become part of this international initiative organized by BMW in the late twentieth century. Not only Berlin, London and Munich, but also Moscow are waiting for these summer concerts, thanks to which the widest public has the opportunity to listen to contemporary stars of the opera scene. This initiative is very much in line with the spirit of the Bolshoi and BMW, because we are always striving for new things - new technologies, new machines, premieres, young

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talents – and now attracting a new audience. And we are not ready to stop. This season we plan to reach new geographical boundaries of our capital.”

Alexander Pereira, CEO and Artistic Director of Teatro alla Scala, Milan:

“For the Teatro alla Scala, BMW is a strategic partner with whom we created numerous projects over the past years. We believe that the relationship between our cultural institution and BMW, as a company known the world over for its excellence, goes far beyond traditional sponsorship, it is a true partnership. Since 2014, BMW has been our main partner for the project ‘Opera For Kids’, offering over 200,000 children and their families the opportunity to visit Teatro alla Scala for the very first time. As a result, a number of these children took up playing instruments immediately following their visit. Teatro alla Scala is proud to collaborate with the department of Cultural Engagement at BMW in pursuing their mission to develop and promote the art of music.”

Matthias Schulz, Artistic Director, and Daniel Barenboim, General Musical Director of Staatsoper Unter den Linden, Berlin:

“It is our mission to ensure that the Staatsoper Unter den Linden is seen as a venue where people can experience something truly unique with all their senses. ‘State Opera for All’ has been hugely successful in creating exactly that for thirteen years! For that reason, we are all the more pleased about taking our next steps together with BMW as our main partner in launching our digital partnership. With ‘BMW Opera Next’ we will make use of the opportunities arising from digitalization and social media to open up new perspectives and become more accessible, specifically to inspire younger audiences.”

Nikolaus Bachler, General Manager of Bayerische Staatsoper, Munich:

“BMW has been our trusted partner for 24 years. It is a cooperation on equal footing, which in turn allows for an open exchange. The initiative ‘Opera for All’ would simply not be possible any other way. BMW fully understands how important access to music is – for all people – be it to classical music, jazz or pop.”

Paul Müller, Executive Director, and Valery Gergiev, Music Director of Munich Philharmonic:

“Music is not a static entity – it needs to prove itself again and again to each new generation. That demands strong partners offering a genuine exchange. BMW is such a partner – together, we develop ideas and promote novel approaches. Our initiative ‘Spielfeld Klassik’ illustrates beautifully how this collaboration ensures that we are well-positioned in the field of musical education for all ages.”

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BMW Group is also partner of the Coachella Valley Music and Arts Festival (USA) and Frieze Music in London and Los Angeles. In addition, BMW Group cooperates with numerous opera houses and orchestras on their initiatives including Bachfest Leipzig. Other international partners of BMW include the Orchestre de Paris (France), TNSC Teatro Nacional de São Carlos (Portugal), BOZAR - Centre for Fine Arts (Belgium), Sugi Opera Seoul (South Korea), Latvian National Opera (Latvia) and the West-Eastern Divan Orchestra. Since 2002, BMW Group has been the main partner of the Elbphilharmonie Hamburg.

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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, Moscow and London, the company also partners with leading museums and art fairs as well as orchestras and opera houses around the world. As part of its art programme "Muse", Rolls-Royce partners for the initiative "The Dream Commission" with two internationally esteemed art institutions. Together with Fondation Beyeler and Serpentine Galleries, emerging and established artists are invited to submit a moving-image work that delivers an immersive sensory experience. The artists are nominated and chosen by renowned personalities of the art world like Daniel, Birnbaum, Hans Ulrich Obrist, Cao Fei, and Theodora Vischer. BMW Group takes absolute creative freedom in all its cultural activities for granted – 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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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