

Media Information
January 17, 2020

Exploring the future: Mobility and Sound in the Digital Age. **BMW is official partner of the DLD 2020 Conference Munich.**

Munich. From January 18 to 20, DLD 2020 Munich brings together the most influential opinion-makers, industry leaders, start-ups, and digital giants in Munich for the 16th time. DLD is a global media and conference network on innovation, digitization, science and culture. More than 150 speakers and 1000 attendees will touch base at #DLD20. With the two panels “Creating relevance - How brands add value in times of volatility and uncertainty?” and “Sound in the digital age: from the opera of the future to car design” BMW inspires the dialogue on all issues that have an impact on our future. BMW is official and long-term partner of the DLD 2020 Conference in Munich.

“Creating relevance - How brands add value in times of volatility and uncertainty?”

DLD 2020 Conference Munich, Sunday January 19, 11:55 am, Alte Kongresshalle, Munich

At the 2020 DLD conference in Munich, **Margit Wennmachers**, Partner at Andreessen Horowitz will join **Jens Thiemer**, Senior Vice President Customer and Brand BMW on stage for a panel discussion aiming at the opportunities and challenges of today's marketing communication. Title of this talk will be: “Creating relevance – How brands add value in times of volatility and uncertainty?”. By addressing topics such as how to modernize a brand's heritage, how to handle fast changing regulations or how to reach out to new generations, both are going to provide an overview of their daily work and latest trends in modern marketing.

“As an official partner of the DLD 2020, we are really pleased to join the discussions and take part in two panel discussions throughout the weekend. The brand BMW has always been triggered by innovation and looking for new opportunities and especially in the digital era, this becomes even more essential. Therefore, we strongly believe the DLD offers one of the best platforms to gather inspiration and get into the dialogue with a very special group of thought and opinion leaders”, says **Jens Thiemer, Senior Vice President Customer and Brand BMW**.

“Sound in the digital age: from the opera of the future to car design”

DLD 2020 Conference Munich, Saturday January 18, 6:00 pm, Alte Kongresshalle, Munich

Sound is constantly surrounding us and crucial to our understanding of the world – from noise through music to sounds from machines and devices. How will sound play a role in designing electrified vehicles for the future? By what is sound design for machines inspired and in this context, what role does canonized classical music and opera play in today's technological society? Why is it important to hold on to this art form and reach out to new audiences in a world defined by algorithms?

Matthias Schulz, Artistic Director of the Staatsoper Unter den Linden, will be in conversation about the opera of the future and their new collaboration **BMW Opera Next** in the digital fields with BMW Sound Designer, musician and composer **Renzo Vitale**. Working together with composer Hans Zimmer, Renzo Vitale collaborates on developing the e-sound for the BMW Vision M NEXT and BMW IconicSounds Electric. Musician **Henrik Schwarz** will give insights on how opera can be developed and transferred into the digital age.

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"Sound Design gives us fully new opportunities to evoke positive emotions in our vehicles, which we also interpret as highly complex performative art installations. Under the brand name "BMW IconicSounds Electric" a visionary sound offer will be created for future electrified vehicles from BMW.", says **Renzo Vitale, BMW Sound Designer**.

About BMW Opera Next

Building up on their long-term partnership since 2007, Staatsoper Unter den Linden and BMW announced 2019 a new digital cooperation: BMW Opera Next makes use of the opportunities presented by digitalisation to open up fresh perspectives and new ways of accessing the world of opera for young audiences.

As part of the concept, the creators of the initiative intend to not only enable new perspectives on the opera and sound of the future by creating digital content but with being part of DLD 2020 Munich to also give room for conversations and discourses in this fields.

For further information please visit:

<https://blog.staatsoper-berlin.de/kategorie/bmwoperanext/>

<https://www.press.bmwgroup.com/global/article/detail/T0297067EN/bmw-opera-next-digital-partnership-between-staatsoper-unter-den-linden-and-bmw-offering-fresh-perspectives-for-young-audiences>

<https://www.press.bmwgroup.com/global/article/detail/T0302838EN/partnership-for-the-sound-of-the-future-hans-zimmer-is-now-official-composer-and-curator-for-bmw-iconicsounds-electric>

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About BMW Group Cultural Engagement

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

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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 Buren, 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

Facebook: <https://www.facebook.com/BMW-Group-Culture>

Instagram: <https://www.instagram.com/bmwgroupculture/>

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#BMWOperaNext

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 2019, the BMW Group sold over 2,520,000 passenger vehicles and more than 175,000 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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