

Press release  
February 21, 2020

## **Welcome to the city of the future. BMW Welt is opening the new Junior Campus.**

**Families can expect a varied program during the weekend of March 7 and 8.**

- **Interactive elements and state-of-the-art technology will enable children to explore the city of the future and mobility of the future at the Junior Campus.**
- **For the opening weekend, BMW Welt is inviting families to join in creative craft activities and listen to informative lectures.**
- **On Sunday, KIKA presenter Can Masuroglu will also be present to lend the children a hand with their craft projects.**

**Munich.** How will we be moving around in a few years' time? What will the city of tomorrow look like, and how will we live there? Answers to these questions usually include buzzwords such as "autonomous driving", "e-mobility" and "smart city". But these terms often leave even adults with a puzzled look on their faces. In the modernized Junior Campus at BMW Welt, young visitors can now learn, through play, exactly what lies behind these phrases. BMW Welt is offering the first opportunities to fully explore the newly designed rooms as part of the opening celebrations on Saturday, March 7 and Sunday, March 8. On Sunday, there will be some familiar faces from the world of children's entertainment and education on hand: Can Masuroglu, the presenter of his own educational series on KIKA, and author Benjamin Hadrigan will be looking at the future of learning in afternoon lectures and discussions.

### **The future has begun and everyone can help shape it.**

Smart cities and autonomous vehicles are still visions of the future, but today's children will be living at a time when these hotly debated issues will have become part of their everyday lives. At the newly opened Junior Campus at BMW Welt, they can take their first look at the world of tomorrow. Innovative projection technology, a variety of interactive elements and modern multimedia content offer young visitors a multi-sensory experience.

The ultra-modern Junior Campus is divided into two sections. The first room presents exciting visions. This is where children can get creative themselves on the "Future Creator", for example. On a monitor, they can design cars, aircraft or rail vehicles and project them with a click onto a screen where their newly created modes of transport move through the "Future City".

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The next room looks at the question of “what do I expect in the future?” There, for example, young visitors can discover futuristic materials, such as a state-of-the-art robotic skin, and they can find out about future careers.

The basement is open almost all day, closed only twice each day for the “Creative Workshop”. This will look in greater depth at the topics presented in the Junior Campus. Bookings are taken for three different versions: children aged five and six, children between the ages of seven and 13, and entire families can delve into the world of tomorrow. The established programming workshops and a “Future Challenge” for adults are also offered. The rooms on the second floor have been modernized for this purpose.

**A varied program at the opening event.**

On March 7 and 8, the modernized Junior Campus will be ready for the first tour starting at 10 am. A varied program for the whole family is offered throughout the weekend. With 3D pens, young artists can create their own sculptures, and budding architects can help construct an entire “Future City” with Lego bricks.

Exciting talks and discussions will take place on Sunday afternoon. Benjamin Hadrigan, author of a book on how to learn with Snapchat, Instagram and WhatsApp, will give a presentation at 1 pm. At 2 pm, he will discuss “learning in the future” together with KIKA presenter Can Masuroglu. Young visitors will then have the opportunity to get to know their educational heroes in person. From 3.30 pm, Can Masuroglu will help create future vehicles in the Junior Campus.

**Information at a glance:****Reopening of the Junior Campus at BMW World****When:** March 7 and 8, 2020**Where:** BMW Welt**Admission:** Free of charge

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**BMW Welt. The heart of all the BMW Group brands.**

BMW World welcomes over 3 million visitors each year. With its iconic architecture, BMW Welt is the heart of all the brands in the BMW Group – BMW, the sub-brands BMW M and BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad, which are impressively presented in their own worlds of experience. But it is not only the exhibitions and the collection of new vehicles that are highlights for car lovers from all over the world. Visitors can enjoy a year-round program of varied events covering culture, art and entertainment as well as popular event locations for over 400 external events per year. The various restaurants at BMW Welt offer a variety of culinary delights right up to Michelin star cuisine. In the Junior Campus, children and even the whole family can explore the city of the future and mobility of the future either independently or in exciting workshops.

**The BMW Group**

The BMW Group with its BMW, MINI, Rolls-Royce and BMW Motorrad brands 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 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. Profit before tax in the 2018 financial year was €9.815 billion on revenue of €97.480 billion. As of Monday, December 31, 2018, the company employed 134,682 people worldwide.

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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