

Media Information
September 7, 2020

“State Opera for All” 2020 as token of appreciation to everyone that helped during the coronavirus pandemic: Live-concert with Daniel Barenboim, the Staatskapelle Berlin as well as Anne-Sophie Mutter, Julia Kleiter, Waltraud Meier, Andreas Schager, René Pape and the Staatsopernchor. Over half a million visitors overall since 2007.

Berlin. On Sunday, BMW and Staatsoper Unter den Linden jointly invited to this year's edition of “State Opera for All”. This was not only to celebrate the 250th birthday of Ludwig van Beethoven but also the 450th anniversary of the Staatskapelle Berlin. With 2,000 guests, “State Opera for All” 2020 was intended to thank everyone who contributed significantly and helped ensure vital services during the crisis.

Following the protective guidelines for events, this year's “State Opera for All” offered a reduced number of seats for a total of 2,000 spectators. The open-air concert was an important sign for the return of the culture. Additionally, it was meant as a token of appreciation offered to all those that provided indispensable support working in sectors crucial to the society such as healthcare services, retail and logistics. A share of the tickets was reserved for people working in any one of these sectors. All tickets available had been out of stock within minutes. Thanks to BMW Berlin, admission to the concert was offered again free of charge.

The patronage of “State Opera for All” had been taken over by Berlin's governing mayor Michael Müller. Furthermore, high-ranking representatives from the worlds of politics and business as well as virologist Prof. Dr Christian Drosten, actress Iris Berben and author Katja Eichinger took part as special guests. This year's concert was moderated by ZDFkultur presenter Lisa Ruhfus.

From 8.00 PM and on the occasion of the 250th anniversary of Ludwig van Beethoven's birth, the Staatskapelle Berlin performed two romances for violin with Anne-Sophie Mutter as soloist, the “Egmont” Overture and the Symphony No. 9, the “Ode to Joy”, with Julia Kleiter, Waltraud Meier, Andreas Schager and René Pape presenting the solo parts as well as the Staatsopernchor. The concert was available online via live stream. It will be broadcasted on the German TV channel ZDF on September 13, 2020 at 10.15 pm.

“What an amazing feeling to perform at Bebelplatz in front of 2,000 people and to finally feel the audience's energy again! Being part of this open-air concert that was first and foremost dedicated to all those whose efforts contributed significantly to our society over the previous months was particularly important to me”, said **Anne-Sophie Mutter**.

Matthias Schulz, Director of the Staatsoper Unter den Linden:

“We are back – and how! It was paramount for all of us at Staatsoper Unter den Linden to mark the return of great symphonic music, and above all to present a performance that included vocals and the Staatsopernchor. I am deeply grateful to our partners BMW and ZDF, together with whom we continued to believe in our initiative even when faced with the most difficult of circumstances. At Staatsoper Unter den Linden and in all of Berlin and its surroundings, we are all in need of such highly emotive symbols of solidarity and the shared experiences of cultural events”.

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"Staatsoper Unter den Linden and BMW started the series of open-air concerts, 'State Opera for All', in the historical center of Germany's capital in 2007. Since then, we were able to welcome over half a million visitors to this great event at Bebelplatz. There were visibly less guests in front of this impressive setting, yesterday, as there were only 2,000 visitors allowed on the ground due to Covid-19. Therefore, we are even more delighted that this year's concert could take place that way at all. During these uncertain times it is music that vigorously reminds us of the power humanity is capable of. I hope that 'State Opera for All' with Beethoven's 'Ode to Joy' has been an inspiring symbol during these challenging times. It was a special honor to welcome lots of people working in sectors crucial to the society and who helped with their social engagement. We are thankful for their tireless commitment", said **Sebastian Mackensen**, BMW Group Senior Vice President Market Germany.

In 2020, Staatskapelle Berlin celebrates its 450th anniversary and marks this special occasion over the course of the seasons 2019/2020 and 2020/2021. With a tradition reaching back to 1570, the Staatskapelle Berlin is one of the oldest orchestras in the world. Daniel Barenboim was appointed general music director of the Staatskapelle in 1992.

For almost 50 years, BMW Group has supported hundreds of cultural institutions worldwide. The cooperation with Staatsoper Unter den Linden is an integral part of a broad range of partnerships of BMW Group and various concert halls and ensembles from all over the world ranging from South Africa to China. The partnerships include a series of open-air concerts held in Munich and at London's Trafalgar Square and, since 2018, in Moscow.

#SOFA2020
#BMWOperaNext
#StaatsoperUnterDenLinden
#BMWGroupCulture

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Cooperation of Staatsoper Unter den Linden and BMW

Since 2007, "State Opera for All" has welcomed over half a million visitors and for over a decade, it has been the cornerstone of the long-standing cooperation of BMW and Staatsoper Unter den Linden. Since the 2018/2019 season, BMW Group has been supporting Staatsoper Unter den Linden as its official and global main partner and expanded the cooperation by adding the exclusive digital partnership **BMW OPERA NEXT**. The collaborative initiative of BMW and Staatsoper Unter den Linden includes specially-developed social media series, interactive selfie spots in front of Staatsoper Unter den Linden and enhanced streaming programmes as well as a stronger presence on various social media channels, all presenting exciting new insights into the thrilling and multi-faceted world of the opera and its back stage areas. In 2019, Daniel Barenboim used a bodycam for the very first time while conducting and presented entirely new perspectives and insights for the audiences following the performance both at the square and live online.

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 Baldessari created the next two vehicles for the BMW Art Car Collection. For years, the BMW Group and its partners have been initiating and establishing their own formats such as BMW Tate Live, BMW Welt Jazz Award, BMW Open Work, the BMW Art Journey and the "Opera for All" concerts in Berlin, Munich, Moscow and London. The company also partners with leading museums, art fairs and orchestras as well as jazz festivals and opera houses around the world. With BMW OPERA NEXT, the new partnership with the Staatsoper Unter den Linden, the opportunities presented by digitalisation are used to open up new ways of accessing the world of opera for young audiences. 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. The 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 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

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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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