

Corporate Communications

Press release
March 4, 2021**Digital event hosted by the BMW Group during the 10th Munich Creative Business Week.**

- **10 years of MCBW.** The BMW Group has been supportive from the start as a cooperation partner.
- **As a founding member, the BMW Group is hosting an exciting design dialog in the FUTURE FORUM by BMW Welt with prominent guests from the world of art & design.**
- **Guest speakers: Takashi Kudo, Communication Director / Spokesperson of the renowned art collective teamLab, Domagoj Dukec, Head of BMW Design, and Oliver Heilmer, Head of MINI Design.**

Munich. This year from March 6 to 14, Munich Creative Business Week (MCBW) is taking place for the tenth time. The BMW Group has been a committed cooperation partner since the MCBW was founded in 2012. Design is shaping the future and connecting – that is not only the central theme of the MCBW but a philosophy that is deeply rooted in the culture of the BMW Group. BMW is Munich's largest employer and a trendsetter in the field of design with an international team, so its creative dialog with the public and the world of art and design carries great weight. This year, the BMW Group is inviting trade visitors and interested parties to join in this dialog. In three live virtual sessions from the FUTURE FORUM by BMW Welt, the thematic focus will be on shaping the future through design.

How can we sustainably shape our future through design and art, and what role do innovation and technology play in this? How will we interact with other people and how will digital technologies act as an enabler for new immersive experiences? These are the questions that will be explored in depth by inspirational speakers at the FUTURE FORUM by BMW Welt on March 9, 10 and 11 as part of the MCBW. In addition to Domagoj Dukec, Head of BMW Design, and Oliver Heilmer, Head of MINI Design, the FUTURE FORUM will welcome another very special guest: Takashi Kudo, Communication Director / Spokesperson of the renowned international art collective teamLab.

Using fascinating light and sound installations, teamLab offers enthralling experiences for millions of visitors worldwide, who themselves become part of the digital exhibitions and interact with the projected worlds. This interdisciplinary group of artists brings together experts from various fields, including programmers, engineers, mathematicians and architects, and aims to transcend the boundaries between art, science, technology and creativity. On March 9 the focus will be on teamLab's art installations. The following day, Takashi Kudo and Domagoj Dukec will discuss the role art and design play in creating a better future. On March 11, Oliver Heilmer will provide exclusive insights into Urbanaut, MINI's creative space concept, which rethinks mobility by adding the stationary dimension. As the boundaries between work and leisure, nature and architecture and the analog and digital worlds are becoming increasingly blurred, MINI is opening up new perspectives with this vision of space.

Since October 2019, the FUTURE FORUM by BMW Welt has been a progressive platform that invites experts from different disciplines and movers and shakers with an innovative spirit to share their visions of the future. It is a source of inspiration and actively promotes discussions on all issues of tomorrow. In its own (digital) event

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series, the FUTURE FORUM by BMW Welt will dedicate the whole year to sustainability in all its dimensions. In line with its slogan: Explore the future. Get inspired. Join the conversation.

Verena Dauerer, Tech Editor and Senior Trend Researcher, will host the three events. All the live streams are free and can be accessed on the [FUTURE FORUM website](#) and on the [BMW Welt & BMW Museum Facebook page](#). The events on March 9 and 10 start at 10:00 AM (CET). The talk on March 11 starts at 7:30 PM (CET).

The events at a glance:

9 March 2021: The Purpose of teamLab's Artwork.

Does digital art make human relationships with technology more positive? How can art influence this relationship? Is technology shaping the future of human behavior? teamLab is an "international art collective whose collaborative practice seeks to navigate the confluence of art, science, technology, and the natural world".

teamLab's immersive digital installations allow their visitors to leaving the physical world to enter a virtual and much more freer world. In this session, we invite Takashi Kudo, teamLab's Spokesperson and Communication Director, to explore with us the power of teamLab's artwork and creativity.

10 March 2021: How does Technology influence Design & Arts?

Takashi Kudo, teamLab's Communication Director and Spokesperson and Domagoj Dukec, Head of BMW Design, meet in a virtual event to discuss their perspectives on how arts and design are shaping our future. In both fields, technology has become more than a tool – it is a material that enables artists and designers to create deeper connection and immersive experiences for people. In this conversation, our guests Takashi Kudo and Domagoj Dukec will exchange their opinions on the arts' and design's role within the relationship of technology and humankind.

11 March 2021: Urbanaut – MINI's Creative Space Concept.

The MINI Vision Urbanaut is designed to be more than a moving vehicle – it aims to be your space, even when stationary. This is MINI's outlook of individual mobility for the future. The Urbanaut embodies a futuristic and sustainable concept that adapts to your needs and your life. Through its versatile interior and usage scenarios that include e.g. light and sound, this vision of personal space unlocks new perspectives in automotive design. In this session, we invite Oliver Heilmer, Head of MINI Design, to discuss on how MINI is rethinking mobility and how the Vision Urbanaut is designed to expand the user's private space into the public sphere.

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

BMW Welt 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

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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 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.

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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