

Media Information  
March 21, 2022

**Hungarian State Opera reopened on 12 March with a grandiose gala in presence of president János Áder. BMW Group Hungary engaged as strategic partner providing VIP shuttle services.**

**Budapest/Munich.** With the participation of all OPERA artistic units, the Hungarian State Opera delivered a festive programme in the presence of president János Áder on the occasion of its reopening. The strategic partner of BMW Group Hungary has also announced the thematic season of 2022/2023 entitled *Myth & History*.

The program of the 12 March Reopening Gala included a selection of works appropriate for the occasion: among others, Dohnányi's rarely heard monumental piece, Hungarian Festive Overture for Orchestra was performed along with excerpts of Háry János written by Kodály, as well as an excerpt from a Seregi ballet, The Taming of the Shrew. Besides the works of Hungarian composers, Hungarian-themed pieces were also performed: Berlioz's Rákóczi March, Hungarian Dance No. 5 by Brahms, Long Live the Hungarian by Johann Strauss II – all conducted by Plácido Domingo.

In addition to exhibiting the BMW 8 Series Gran Coupé, BMW Group Hungary as the strategic partner of the Hungarian State Opera offered VIP shuttle services on the grandiose gala. The fleet of eleven cars, consisting mainly of BMW iX models, provided transportation for several VIP guests and artists, including Plácido Domingo.

On two locations, the Hungarian State Opera will host more than 500 theatrical shows and workshops of various sizes and types; along with the

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53 repertoire pieces, 16 new productions including 7 feature-length large-scale productions (opera and ballet) will be staged in the 139th season of the OPERA. The 2022/2023 season of the OPERA was inspired by the interconnected layers of myths and history, with several of its premiering productions being based on mythological events, private mythologies, and historical events.

Following the press conference announcing the thematic season, the OPERA and BMW Group Hungary organized a premiere for students; groups of children from several schools in the country came to witness the opening of the opera Hunyadi László. In support of the OPERA's Student Premiere program and the cultural education of children, BMW Group Hungary offered shuttle using electric BMW iX models for 10 students and their companions from the Hunyadi Mátyás Primary School in Oroszlány. In addition, on 13<sup>th</sup> and 14<sup>th</sup> March, BMW invited the guests of its dealer network to enjoy a performance of Hunyadi László linked to the reopening of the Opera and the premiere of Mayerling, a classical piece of ballet. The guests were welcomed in a dedicated BMW Lounge within the historical building.

The BMW Group has supported cultural initiatives around the world for decades. Interculturality, diversity and artistic freedom are cornerstones of our cultural engagement and therefore represent a contribution to social sustainability as a good corporate citizen. As a company with global operations, the BMW Group is committed to peaceful coexistence between different cultures all over the world – at all times and in all locations. BMW

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involved in hundreds of cultural initiatives worldwide for over half a century, both in the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and as essential for groundbreaking works as it is for major innovations within a business enterprise like ours.

Further information: [www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/overview](http://www.bmwgroup.com/overview)

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In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

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