

Media Information
September 1, 2022

Supersense x BMW Experience Lab Project at the international Ars Electronica Festival 2022.

Visitors are invited to explore future notions of mobility under the festival theme "Welcome to Planet B".

Munich/Linz. From September 7 to 11, the **Ars Electronica Festival** for art, technology and society following the theme "Welcome to Planet B" opens its doors in Linz, comprising exhibitions, performances and discussions. The **Supersense x BMW Experience Lab Project** will be on display and open to be explored by festival visitors. In addition, in-depth workshops will be held as part of the Ars Electronica Festival University and impulses about the project will be given at the Ars Electronica Futurelab Day.

As an agent of society, BMW is dealing with the transformation processes of our time. Questions around mobility and tomorrow's driving experience are researched on eye level with experts and opinion leaders from the fields of technology, science and art. BMW explores the intersection of man and machine and the true essence of human centricity.

In a collaborative approach with Supersense, an exploration lab for sensual perception and the confluence of the analogue and digital sphere from Vienna, the BMW i3 Urban Suite was re-built into the **Supersense x BMW Experience Lab Project** by an interdisciplinary team. Activating the five human senses, selected analogue experiences and tokens in the interior of the car invite visitors to reflect on how they would design their ideal mobile space. In addition, an inscribable black lacquering surface on the exterior allows for a personalized and interactive analogue approach to creative design.

Florian "Doc" Kaps, Founder & Director of Supersense:

"The Experience Lab Project is much more than a vehicle. It is a perfect space where we can try out and feel how the digital and the analogue can work together in perfect harmony. In close cooperation with the international visitors at the Art Electronica Festival, we will start exploring the incredible possibilities of rethinking mobility with all our five human senses in a more and more digital world."

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Adrian van Hooydonk, Senior Vice President BMW Group Design:

"In the increasingly digitalized world, the question for us is not primarily to what extent the digital can replace the analogue. As designers, we know that people and their needs remain central to innovation at all times. What a person senses, feels and experiences - should be what drives us and inspires us to come up with new ideas every day. That's why we're delighted to engage with visitors to this year's Ars Electronica Festival and hear their thoughts on the Supersense x BMW Experience Lab Project."

Stefan Ponikva, Head of BMW Brand Communication and Experience:

"Co-creation with partners across the disciplines is an essential element of BMW brand communication. In the world of art and culture, we have been collaborating with essential actors in hundreds of cultural initiatives worldwide in the fields of art, music, architecture and design. We are delighted to be part of the Ars Electronica Festival and work with the Supersense team to jointly reflect on central questions of the future experience of mobility at the fruitful intersection of technology, science and art."

At this year's Ars Electronica Festival in Linz, BMW becomes an integral part of the festival by incorporating the Supersense x BMW Experience Lab Project in current discussions of the [Ars Electronica Festival University](#). The joint initiative between Ars Electronica and Johannes Kepler University Linz (JKU) invites 200 young citizens from more than 70 countries to jointly develop planetary strategies for change and transformation. At the center of a dedicated workshop led by sociologist Prof. Dr Bernhard Böhm, Florian Kaps and BMW Group Design representatives is the question of individual mobility experiences on Planet B. With their questions, demands and visions, the students are confronted with the world of the automotive industry with its global dimensions, challenges and complexity. In order to learn from each other and ultimately be able to reflect and position themselves, the Supersense x BMW Experience Lab Project represents an open invitation and becomes part of the Festival University syllabus. Two

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additional workshops will take place on September 8 and 9 during the festival and will be open to the public upon registration [here](#).

Further, in the course of the [Ars Electronica Futurelab](#), taking the role as catalyst and connection between the university and the festival, Adrian van Hooydonk, Senior Vice President BMW Group Design, will participate in an interdisciplinary discussion about "Creative Resilience for a Planet B" on September 8.

The Supersense x BMW Experience Lab Project will be on display and open for participation during the entire Ars Electronica Festival at the entrance hall of Johannes Kepler University (Altenberger Str. 69, 4040 Linz) as well as at selected locations in Vienna afterwards, like at the Supersense Experience Lab Garage (Ybbsstrasse 5, 1020 Vienna).

Opening hours Ars Electronica Festival

Wednesday, September 7, 2022: 1pm to 7pm

Thursday to Saturday, September 8 to 10, 2022: 10am to 7pm

Sunday, September 11, 2022: 10am to 6pm

Tickets: www.ars.electronica.art/planetb/en/tickets/

If you have any questions, please contact:

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About Supersense

Founded in 2014 by Florian "Doc" Kaps, Supersense is a unique, all-analogue experimental laboratory with departments for all our five human senses. Located at a Venetian Palace in the heart of Vienna. The Supersense team consists of makers, tinkerers, inventors, believers, and creators from all over the planet, who pursue their analogue craft and ideas with 120% against all odds and prophecies. Proudly researching, celebrating and merging the very best of analogue and digital technologies, Supersense fulfills its mission of materially reducing the irrevocable atrophy of analogue assets. Spearheading the global re-discovery of the importance and magic of analogue.

For more information about Supersense, visit the.supersense.com or follow @supersense on Instagram.

About Ars Electronica

Since 1979 Ars has been following the ongoing digitization of our living environment, asking about its economic, ecological, political and social effects and its future manifestations. Embedded in a worldwide network of artists, scientists, developers, designers, entrepreneurs and activists, Ars Electronica always drives this research forward in and with the public. Whether through exhibitions, conferences, performances, interventions or concerts, the goal is always to initiate as broad a discourse as possible and to promote the development of inclusive and sustainable visions of the future.

For more information about Ars Electronica, visit: www.ars.electronica.art

BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
BMW Art Cars Berlin Biennale Ólafur Elíasson Art Basel Max Hooper Schneider
BMW Art Journey **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu
Zaha Hadid Les Rencontres d'Arles Jeff Koons Acute Art Tate Modern **LONGEVITY** Artsy
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Garage Museum of Contemporary Art Paris Photo **SUSTAINABILITY** Leelee Chan Art Dubai
Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

Why Culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, even unsettling sometimes. As corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been 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

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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 and www.bmwgroup.com/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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

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.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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