

Media Information

March 8, 2023

**BMW is partner of Art Basel in Hong Kong 2023.**

Cao Fei's Digital Art Mode presented as part of Asia's most renowned Art Fair.

**Munich/Hong Kong.** From March 23-25, 2023, **Art Basel in Hong Kong** will take place at the Convention & Exhibition Centre (HKCEC), in the heart of the city. The show features premier galleries from Asia and beyond. It provides an in-depth overview of Asia-Pacific's astonishing diversity, as well as global artistic perspectives through Modern and contemporary works. As official partner of the show, BMW will again provide the VIP shuttle service as well as present its **#DigitalArtMode** and the new **BMW i7**.

BMW i7's **#DigitalArtMode** which combines automobile with art will be showcased at Art Basel in Hong Kong for the first time. With the Digital Art Mode, BMW Group's Cultural Engagement, already existing for over 50 years now, reaches new heights. It is the result of an intense collaboration with the internationally renowned Chinese multimedia artist Cao Fei who also designed the 18th BMW Art Car, the first of its kind to be entirely digital. The Digital Art Mode focuses on the holistic user experience: unique moments enhance BMW's driving experience by creating a synergy of the vehicle's functions and its interior design. Depending on the driving situation and the overall mood, a user experience featuring both a functional and an emotional level can be created at the touch of a button or via voice control. To that end, drive control and steering control, mood lighting and sound as well as the color scheme and graphics of the BMW Curved Display are precisely synchronized.

**Art Basel in Hong Kong** returns to the Hong Kong Convention and Exhibition Centre (HKCEC) in March 2023 with 177 galleries from 32 countries and territories – a significant increase from 130 exhibitors in 2022. The 2023 edition marks the return of all the fair's special sectors, including Encounters, the show's sector dedicated to large-scale works and curated by Alexie Glass-Kantor, Executive Director of Artspace, Sydney; as well as Kabinett, featuring thematic and focused presentations, making this

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the first Hong Kong show to feature all special sectors since 2019. As well as Conversations and Film.

The **BMW i7** defines a completely new level of top-of-the-range design and technology. Like no BMW vehicle before it, it stands for a new understanding of luxury that includes the needs and well-being of the passengers as well as advanced digitalisation and sustainability along the entire value chain.

To visit the show please note that entrance tickets are required:

**BMW i7's #DigitalArtMode at Art Basel in Hong Kong:**

Hong Kong Convention and Exhibition Centre (HKCEC) – Level 3 Concourse  
1 Harbour Road  
Wan Chai  
Hong Kong SAR, China

**Private View (by invitation only)**

Tuesday, March 21, 12 noon to 8pm  
Wednesday, March 22, 12 noon to 5pm  
Thursday, March 23, 12 noon to 2pm  
Friday, March 24, 12 noon to 2pm  
Saturday, March 25, 11am to 12 noon

**Vernissage**

Wednesday, March 22, 5pm to 9pm

**Show Hours**

Thursday, March 23, 2pm to 8pm  
Friday, March 24, 2pm to 8pm  
Saturday, March 25, 12 noon to 6pm

**\*Consumption and emissions figures:**

**BMW i7 xDrive60:** Power consumption in kWh/100 km (combined, WLTP): 19.6 – 18.4;  
Electric range in km (WLTP): 591 – 625; CO2 emissions: 0 g/km.

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If you have any questions, please contact:

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**About Art Basel**

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and Contemporary art, sited in Basel, Miami Beach, Hong Kong, and Paris. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel's engagement has expanded beyond art fairs through new digital platforms and a number of new initiatives such as the Art Basel and UBS Global Art Market Report and Intersections: The Art Basel Podcast. For further information, please visit [artbasel.com](http://artbasel.com).

**BMW Group Cultural Engagement**

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale  
BMW Art Cars Berlin Biennale Ólafur Eliasson 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  
BMW Open Work by Frieze **PARTNERSHIP** Andy Warhol BMW Guggenheim Lab Lu Yang  
Samson Young Bavarian State Opera BMW Welt Jazz Award **CREATIVE FREEDOM** Tefaf  
**INTERACTION** State Academic Bolshoi Theatre of Russia Kyotographie Premio de Pintura  
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 key – and as essential for groundbreaking works as it is for major innovations within a business enterprise like ours.

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

Facebook: [www.facebook.com/BMW-Group-Culture](https://www.facebook.com/BMW-Group-Culture)

Instagram: [www.instagram.com/bmwgroupculture/](https://www.instagram.com/bmwgroupculture/)

@bmwgroupculture

#BMWGroupCulture

#drivenbydiversity

## 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 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 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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