

Media Information  
30 April 2025

## **BMW at the heart of the art world – Partnership with Gallery Weekend Berlin 2025.**

**BMW Art Talk at the Neue Nationalgalerie explores  
contemporary models of art patronage.**

**Munich/Berlin.** From 2 to 4 May 2025, Gallery Weekend Berlin will celebrate its 21st edition. As a long-standing partner, BMW once again supports the renowned art weekend in the German capital and, for the first time, contributes to its newly launched talk programme. Under the title **BMW Art Talk: "Why and How to Support Art"**, BMW Group Cultural Engagement is hosting a high-profile panel discussion on Friday, 2 May at the iconic Neue Nationalgalerie.

A partner of Gallery Weekend Berlin since 2013, BMW has supported the development of one of the world's most significant contemporary art platforms ever since. This year's event also puts a spotlight on the latest seventh edition of the **BMW Art Guide** by Independent Collectors – a key publication that promotes access to private art collections across the globe.

As part of the new Gallery Weekend Art Talks, the **BMW Art Talk: "Why and How to Support Art"** will take place on Friday, 2 May, from 12 to 1pm. Initiated by BMW, the discussion brings together leading international collectors and patrons to explore how artists can be effectively supported in today's evolving art market. Topics include the role of private initiatives, institutional collaborations, and digital platforms in fostering artistic talent. Panellists include Karen Boros, Founder of the Boros Collection in Berlin; collector Eva Leinemann and Azu Nwagbogu, founder of the African Artists' Foundation and LagosPhoto Festival. The panel will be moderated by Thomas Girst, Head of Cultural Engagement at the BMW Group.

The **Gallery Weekend Art Talks** will be held throughout the weekend in the striking glass hall of the Neue Nationalgalerie, creating a central space for dialogue among artists, curators, collectors, and the public. Each day features multiple conversations with international guests and participating artists. The fact that Karen Boros, one of the panellists, is also featured in the **BMW Art Guide** once again illustrates the intersection of collecting

Media Information  
30 April 2025  
Subject: BMW at the heart of the art world – Partnership with Gallery Weekend Berlin 2025.  
Page 2

practice and public exchange that connects both the talk and the guide. The BMW Art Guide by Independent Collectors, published by Hatje Cantz, presents 304 publicly accessible private collections in 51 countries, ranging from major art hubs like Berlin, New York and Cape Town to more secluded destinations in the Norwegian fjords and the Swiss Alps. Further information and insights on the BMW Art Guide can be found at: [\*\*BMW Art Guide by Independent Collectors.\*\*](#)

"Art is an important part of our society, and therefore it is important for us to create formats that open up dialogue and provide a platform for artists, curators, and collectors. For this, we need strong partners, and we are very pleased that BMW, as part of our long-standing partnership, is also supporting the talk series," says Antonia Ruder, Director of Gallery Weekend Berlin.

Gallery Weekend Berlin offers visitors the opportunity to discover new names or deepen existing passions. Exhibitions curated especially for the event will open in all participating galleries on Friday, 2 May, from 6pm to 9pm. On Saturday, 3 May (11am - 7pm) and Sunday, 4 May (11am - 6pm), local and international visitors are warmly invited to explore the galleries across the city.

### **Save the Date**

Press Preview: Wednesday, 30 April, 10am  
Digital press conference and introduction to this year's Gallery Weekend Berlin with Director Antonia Ruder. Click [here](#) to access the event.

Further information and press materials on the participating galleries can be found in the [\*\*press section of the Gallery Weekend Berlin\*\*](#) website (password: **kunst**).

In addition to its commitment to Gallery Weekend Berlin, the BMW Group also supports the Preis der Nationalgalerie as part of its long-term cultural engagement in Berlin. Beyond the visual arts, BMW collaborates with the

## Media Information

Date

30 April 2025

Subject BMW at the heart of the art world – Partnership with Gallery Weekend Berlin 2025.

Page

3

Staatsoper Unter den Linden and will once again host the much-loved open-air concert Staatsoper für alle on Bebelplatz on 22 June 2025.

The BMW Group's Cultural Engagement, with exclusive updates and deeper insights into its global initiatives can be followed on Instagram at [@BMWGroupCulture](#).

If you have any questions, please contact:

**Corporate Communications**

Prof. Dr Thomas Girst  
BMW Group Corporate and Governmental Affairs  
Head of Cultural Engagement  
Phone: +49 89 382 24753  
Email: [Thomas.Girst@bmwgroup.com](mailto:Thomas.Girst@bmwgroup.com)

Media Website: [www.press.bmwgroup.com/global](http://www.press.bmwgroup.com/global)  
Email: [presse@bmw.de](mailto:presse@bmw.de)

Silke Neumann  
Press Gallery Weekend Berlin (Europe excl. France, UK)  
BUREAU N  
Phone: +49 30 627 36102  
Email: [galleryweekend@bureau-n.de](mailto:galleryweekend@bureau-n.de)

Pavlos Amanatidis  
Press Gallery Weekend Berlin (Asia, US, France, UK)  
SUTTON PR  
Phone: +44 77 53 17 2242  
Email: [pavlos@suttoncomms.com](mailto:pavlos@suttoncomms.com)

**BMW Group Cultural Engagement**

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale  
BMW Art Cars Ólafur Elíasson Art Basel Max Hooper Schneider Städel Invites Frank Stella  
BMW Art Club **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu  
Zaha Hadid Les Rencontres d'Arles Jeff Koons India Art Fair **LONGEVITY** Julie Mehretu  
**PARTNERSHIP** BMW Open Work by Frieze Andy Warhol Lu Yang Preis der Nationalgalerie  
Samson Young Bavarian State Opera **CREATIVE FREEDOM** BMW Young Artist Jazz Award  
Ken Done **INTERACTION** Premio de Pintura Gallery Weekend Berlin Art Market Budapest  
Paris Photo Leelee Chan Art Dubai **SUSTAINABILITY** BMW Photo Award Leipzig  
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 a corporate

**Media Information****Date****30 April 2025****Subject****BMW at the heart of the art world – Partnership with Gallery Weekend Berlin 2025.****Page****4**

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, in the fields of contemporary art, music and film 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)

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

#BMWGroupCulture

**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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

[www.bmwgroup.com](http://www.bmwgroup.com)

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>