

Media Information  
30 May 2025

## **BMW Art Car World Tour 2025 in Bratislava.**

"The Private Collection by BMW" showcases iconic Art Cars at the Danubiana Meulensteen Art Museum.

**Bratislava.** Marking a decade of collaboration between BMW Slovakia and the Danubiana Meulensteen Art Museum, the BMW Art Car World Tour 2025 has arrived in Bratislava with a compelling exhibition. Until June 1, 2025, the Danubiana Meulensteen Art Museum will host "The Private Collection by BMW", offering a rare opportunity to explore the intersection of artistic vision and engineering excellence through three iconic BMW Art Cars.

This year's exhibition also marks a decade of partnership between BMW Slovakia and the Danubiana Museum with the museum director Mr. Vincent Polakovič, a collaboration that has brought numerous cultural and artistic highlights to the Slovak capital.

BMW Art Cars on display in Bratislava:

- Frank Stella's BMW 3.0 CSL (1976).
- Michael Jagamara Nelson's BMW M3 Group A (1989).
- Matazo Kayama's BMW 535i (1990).

Danubiana Meulensteen Art Museum is one of Europe's most striking contemporary art venues. Situated on the banks of the Danube River, on the borders of three countries (Slovakia, Hungary and Austria), the museum's architectural beauty and serene surroundings provide the perfect setting to showcase the Art Cars and their captivating stories.

The exhibition also features works by talented students from the Academy of Fine Arts and Design in Bratislava (VŠVU) and young artists from the "Children and Architecture" project. These initiatives aim to inspire future generations to explore the intersections of art, design, and innovation.

### **The Art Car World Tour: A Global Celebration**

The Bratislava exhibition is part of the BMW Art Car World Tour 2025, the largest exhibition project in the history of the collection, spanning all five continents. Since the tour's kick-off, events have been held in 12 different markets at an incredible pace, sharing the legacy of the Art Cars with audiences around the globe.

The exhibition will also highlight BMW and MINI's current offerings, with models that embody thrilling performance, electrification, and driving pleasure. Featured vehicles include: retro style of the brand new Motorrad BMW R 12 G/S, BMW iX

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M70, BMW i5, BMW M5 Touring, MINI Cabrio and BMW Z4 which represent the 1st official BMW Classic Club in Slovakia (BMW Z-roadster Club Slovakia) and connection to the BMW Z3 anniversary of start production, 30 years ago, in 1995.

"It is a great honor for us that Slovakia has been included in the global calendar of the exhibitions of the BMW Art Car Worldwide Tour. In the past, we brought to Bratislava the first ever BMW Art Car by Andy Warhol, whose heritage roots are in Slovakia. This year, we deliberately focused on the artistic interpretation of rolling sculptures by artists from three different continents - American Frank Stella, Australian Michael Jagamara Nelson and Japanese Matazo Kayama," said Veronika Hammond, CEO of BMW Slovak Republic.

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

If you have any questions, please contact:

**Corporate Communications**

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**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 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)

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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 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 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.

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