

Media Information
23 September 2026

The New BMW 7 Series Meets Art Enthusiasts at Contemporary Istanbul with A.A.Murakami's "SYMBIOSIS" Installation.

+++ New BMW 7 Series showcased at Contemporary Istanbul +++
A.A.Murakami's „SYMBIOSIS“ installation brings BMW's Symbiotic Drive approach into an artistic context +++
BMW represented by Borusan Otomotiv in Türkiye +++
Focus on human-machine interaction and the Neue Klasse vision +++

Istanbul/Munich. Created by A.A.Murakami with inspiration drawn from BMW's Neue Klasse vision, the "SYMBIOSIS" installation is showcased alongside the new BMW 7 Series at the 21st edition of Contemporary Istanbul. Following its appearance at Art Basel, "SYMBIOSIS" – signed by the Tokyo- and London-based artist duo Azusa Murakami (JP) and Alexander Groves (UK) – arrives at Tersane Istanbul during Contemporary Istanbul with a VIP Preview on 23 September and Public Days from 24 to 27 September.

A.A.Murakami's "Ephemeral Tech" approach, which merges technology with physical and natural processes, intersects with BMW's Neue Klasse vision of driving centered on interaction between human and machine. SYMBIOSIS takes its name from the biological concept describing two distinct organisms living together. In the installation, sculptural, engineered forms unite with transient physical elements such as light, mist, and bubbles. Shaped by natural forces like airflow, temperature, gravity, and chance, it delivers an ever-evolving experience that reflects A.A.Murakami's philosophy of tying technology directly to physical reality.

SYMBIOSIS also elevates BMW's "BMW Symbiotic Drive" concept into an artistic dimension. Through this approach, BMW treats driver and vehicle not as separate entities, but as a coordinated system where human intent and intelligent driver-assistance systems operate in unison. AI-supported systems anticipate and assist driver inputs – including acceleration, braking, and steering – to make the interaction between human and car seamless.

At the core of the installation stands the new BMW 7 Series. The vehicle's monolithic design, interior, driving dynamics, and craftsmanship are integrated as intrinsic elements of the artwork's interplay between technology, design, and physical experience. SYMBIOSIS thus harmonizes A.A.Murakami's transient elements with BMW's engineering prowess into a singular experience.

Hakan Tiftik, CEO of Borusan Otomotiv, stated: "We are delighted to bring the SYMBIOSIS installation – uniting BMW's technology, design, and innovation with art – to art lovers at Contemporary Istanbul. The convergence of BMW Symbiotic

Drive, which redefines the relationship between car and driver through the Neue Klasse vision, and A.A.Murakami's artistic perspective combining tech with physical and natural processes highlights BMW's future-oriented vision in a distinct experiential space. As Borusan Otomotiv, we are thrilled to share BMW's innovative mindset through art and design."

About the New BMW 7 Series.

As BMW's flagship in the luxury segment, the new BMW 7 Series combines sophisticated design, superior comfort, and advanced technology into an unrivaled experience. Entering a new era midway through its seventh generation with a comprehensive update, the new BMW 7 Series pioneers the integration of Neue Klasse technologies into current models.

The monolithic exterior design, the illuminated Iconic Glow kidney grille, and minimalist crystal headlights emphasize its commanding, timeless stance. Inside, premium materials, meticulously crafted details, and cutting-edge technologies create an exclusive atmosphere. Next-generation features – such as BMW Panoramic iDrive, the BMW Passenger Display, and the enhanced BMW Theatre Screen – elevate passenger and driver comfort through a personalized digital journey. The new BMW 7 Series reinterprets modern luxury through aesthetics, technology, and superior craftsmanship.

About A.A.Murakami.

A.A.Murakami is an artist duo based in Tokyo / London, renowned for their innovative multisensory installations that explore the profound connection between art and nature. Their work draws inspiration from ancient traditions that sought to emulate and honour the natural world - whether through structures that charted the sun's path or cave paintings that depicted life thousands of years ago. A.A.Murakami's creations reflect an innate human desire to connect with and revere the natural systems that lie both at the origins and the future of our existence.

Pioneers of "Ephemeral Tech," A.A.Murakami have coined this term to describe a new form of art that transcends familiar technological interfaces like LED arrays, projections, and screens. Instead, they use technology in combination with ethereal materials such as fog, plasma, and bubbles to create fleeting moments and entirely new, unnatural phenomena.

A.A.Murakami's work is featured in the permanent collections of MOMA in New York, the Centre Pompidou in Paris, and M+ in Hong Kong.

Media Information

Date 23 September 2026

Subject

The New BMW 7 Series Meets Art Enthusiasts at Contemporary Istanbul with A.A.Murakami's "SYMBIOSIS" Installation.

Page

3

Borusan Otomotiv Supports Contemporary Art with BMW's Artistic Vision.

Borusan Otomotiv's relationship with art is rooted in Borusan Holding's heritage and the creative commitment of the BMW brand. As one of the most prominent global supporters of culture for over 50 years, BMW partners with major international platforms. Alongside visionary projects like the BMW Art Car Collection, BMW actively supports world-renowned contemporary art platforms, including Gallery Weekend Berlin, the Kochi-Muziris Biennale, and Art Basel. In Türkiye, Borusan Otomotiv fosters the development of contemporary art through its long-standing collaboration with Contemporary Istanbul. Within this platform, the company presents curated showcases that highlight the intersection of mobility, design, and creativity. Expanding this commitment globally, Borusan Otomotiv also became a sponsor of the Pavilion of Türkiye at the 61st Venice Biennale. This sponsorship elevates the company's local cultural and artistic investments in Türkiye onto one of the world's most prestigious international art stages.

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

Thomas Girst
BMW Group Corporate and Governmental Affairs Global
Head of BMW Group Cultural Engagement
E-Mail: Thomas.Girst@bmwgroup.com

Media Website: www.press.bmwgroup.com/global
Email: presse@bmw.de

Media Information

23 September 2026

Date

Subject

The New BMW 7 Series Meets Art Enthusiasts at Contemporary Istanbul with A.A.Murakami's "SYMBIOSIS" Installation.

Page

4

BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
BMW Art Cars Olafur Eliasson 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

Driven by Culture. 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 and www.bmwgroup.com/overview

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

YouTube: <https://www.youtube.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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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: www.x.com/bmwgroup