



## **Unique artistic concepts created in cooperation between BMW Group Plant Debrecen and three prestigious universities in Hungary**

AUTOPOESIS, an exhibition on show until 26 May, is the first art sponsorship project by BMW Group Plant Debrecen in Hungary, following in the footsteps of the parent company's practice of nearly four decades. The exhibition, which is on display at MODEM Center for Contemporary and Modern Art in Debrecen, features architectural and design concepts inspired by BMW's iFACTORY concept and created by students from Eszterházy Károly Catholic University, the Hungarian University of Fine Arts and the University of Debrecen.

"It is a great pleasure to see our iFACTORY concept come to life, filled with content and meaning through the interpretation of talented young people. We are proud that the project is a link between prestigious universities, talented students, and a cultural institution, with the help of which some unique works have been brought to life. The creators' modern perspectives bridge present and future, technology and art. This creative energy is also an important part of our corporate culture," said Hans-Peter Kemser, President and CEO of BMW Manufacturing Hungary Kft.

"Like for BMW, it is also a mission of paramount importance for MODEM to support and educate young talents, and in the framework of this mission, we teach about the contemporary scene at several universities in Hungary. The joint project with BMW was also an important learning process for the students involved," emphasized Kata Vizi, Managing Director of MODEM Center for Contemporary and Modern Art.

For nearly four decades, the BMW Group's projects in support of the arts have been a key element in the company's global cultural commitment. To date, more than 500 talents worldwide have received support with the launching of their artistic careers, through more than 30 art projects. Many of the resulting works of art have found their homes in BMW facilities in Europe, the United States, and Asia.

The AUTOPOESIS exhibition will be on display at MODEM Center for Contemporary and Modern Art in Debrecen until 26 May. Along with Hans-Peter Kemser, also participating at the press event about the exhibition were József Szolnoki, DLA, Director of the Media and Design Institute at Eszterházy Károly Catholic University in Eger, Tamás Szentirmai, DLA, Head of the



Department of Architecture at the University of Debrecen, Kata Vizi, Managing Director of MODEM, and Szabolcs Süli-Zakar, DLA, Artistic Director of MODEM.

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The Hungarian-language press site of BMW Group is available at

<https://www.press.bmwgroup.com/hungary>.

BMW Group Plant Debrecen

On an area of more than 400 hectares in Debrecen, located in the north-eastern part of Hungary, the BMW Group is building a complete vehicle factory with a press shop, body shop, paint shop, assembly and battery module assembly. The company is investing more than €2 billion (HUF 820 billion) in the site, which will manufacture all-electric vehicles only, starting from 2025. The plant will produce approximately 150,000 cars per year. The model manufactured in Debrecen will form the basis of the NEUE KLASSE, a new vehicle architecture for all-electric vehicles.

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 30 production and assembly facilities around the world, and 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 financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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