



The art initiative of BMW Group Plant Debrecen

BMW Group global art project extends to BMW Group Plant Debrecen to support Hungarian artists. Seven artworks created by twelve university students are now being exhibited on site. The artworks created for the project called AUTOPOESIS were inspired by the BMW iFACTORY.

The BMW Group's artistic collaborations date back more than fifty years, and the group currently maintains more than a hundred such relationships worldwide. The company's long-term commitments focus on modern and contemporary art, jazz and classical music, as well as architecture and design. BMW Group Art Projects have been an integral part of the company's international cultural engagement for nearly four decades, supporting more than 500 selected artistic talents worldwide to date.

The overall aim of the BMW Group art project is to support the artistic careers of talented university students and young artists. Students from three prestigious Hungarian universities – the University of Debrecen, Károly Eszterházy Catholic University, and the Hungarian University of Fine Arts – have participated in the latest program which is executed for the newest BMW Group plant in Debrecen, Hungary. The project resulted in unique works of art that found a home at the Debrecen plant.

The concepts behind the works were first realized in April and May 2024 in the form of the AUTOPOESIS exhibition, where the students' ideas were presented at MODEM Center for Contemporary and Modern Art in Debrecen. The seven artworks exhibited at the BMW plant in Debrecen were selected by a jury consisting of company executives from among the works debuted at AUTOPOESIS.

Artworks in the spirit of BMW's iFACTORY

"The exhibited works were inspired by the innovative strategy of future car manufacturing and BMW's iFACTORY. This opened up new dimensions for the students, allowing them to reflect in their artistic creations the convergence of technological progress and human creativity," emphasized Hans-Peter Kemser, President and CEO of BMW Group Plant Debrecen.



„Through our cultural engagement, we strive to be a responsible corporate citizen, deeply connected to the communities we are a part of. The art project in Hungary has delivered exceptional art pieces. They are a great addition to our structures and will inspire everyone visiting or working at our new plant in Debrecen”, said Dr. Nicole Haft-Zboril, Senior Vice President BMW Group Real Estate Management and Chairwoman of the BMW Group Art Project.

The artworks on display include a series of paintings titled “Vision” by **Réka Janka Molnár**, as well as the work titled “Spectrum” by **László Nagy**, **László Papp** and **Zoltán Zsupos**, all of them students at the University of Debrecen.

Károly Eszterházy Catholic University is represented by **Panna Eszenyi** and **György Orosz**, with their work titled “Abstrugtions,” **Dominika Katona** with “Fractum,” as well as **Oszkár Sztanyó** and **József Márk Ungvári** with “Desonitus.”

Dorina Boros, a student at the Hungarian University of Fine Arts, is the artist behind “Relief Timeline,” while the work “Shepherds’ Dance” was created as a collaborative project between students from two universities, **Lili Kiss** (Hungarian University of Fine Arts) and **Bálint Lovas** (University of Debrecen).

The university faculty members involved in the project – **Péter Kovács DLA**, associate professor at the University of Debrecen; **Dr. habil. Géza Sallai DLA**, professor at the Hungarian University of Fine Arts; **Szabolcs Süli-Zakar DLA**, associate professor at Eszterházy Károly University; **Tamás Szentirmai DLA**, associate professor at the University of Debrecen and head of the Department of Architecture; and **Dr. habil. József Szolnoki**, associate professor at Eszterházy Károly University, director of the Media and Design Institute – contributed to the realization of the works with their highest-level professional guidance.

The BMW iFACTORY

BMW iFACTORY is the BMW Group’s concept for the future of car manufacturing. The group is implementing this strategy in all its facilities worldwide – from its latest plant in Debrecen to the century-old factory in Munich. With a highly qualified team and state-of-the-art technologies, BMW iFACTORY is an effective response to the challenges of the transition to electric mobility.



The vision aims to make production efficient, highly accurate and flexible, using tools such as data science and artificial intelligence.

The BMW Group's commitment to culture

The art initiative is part of the BMW Group's cultural collaborations, which form an important pillar of the company's corporate social responsibility.

Further information about the artworks on display can be found at [Plant Debrecen's website](#).

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More information:

Réka Jenei, Head of Communications, BMW Group Plant Debrecen

e-mail: Reka.Jenei@bmw.hu

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 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 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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