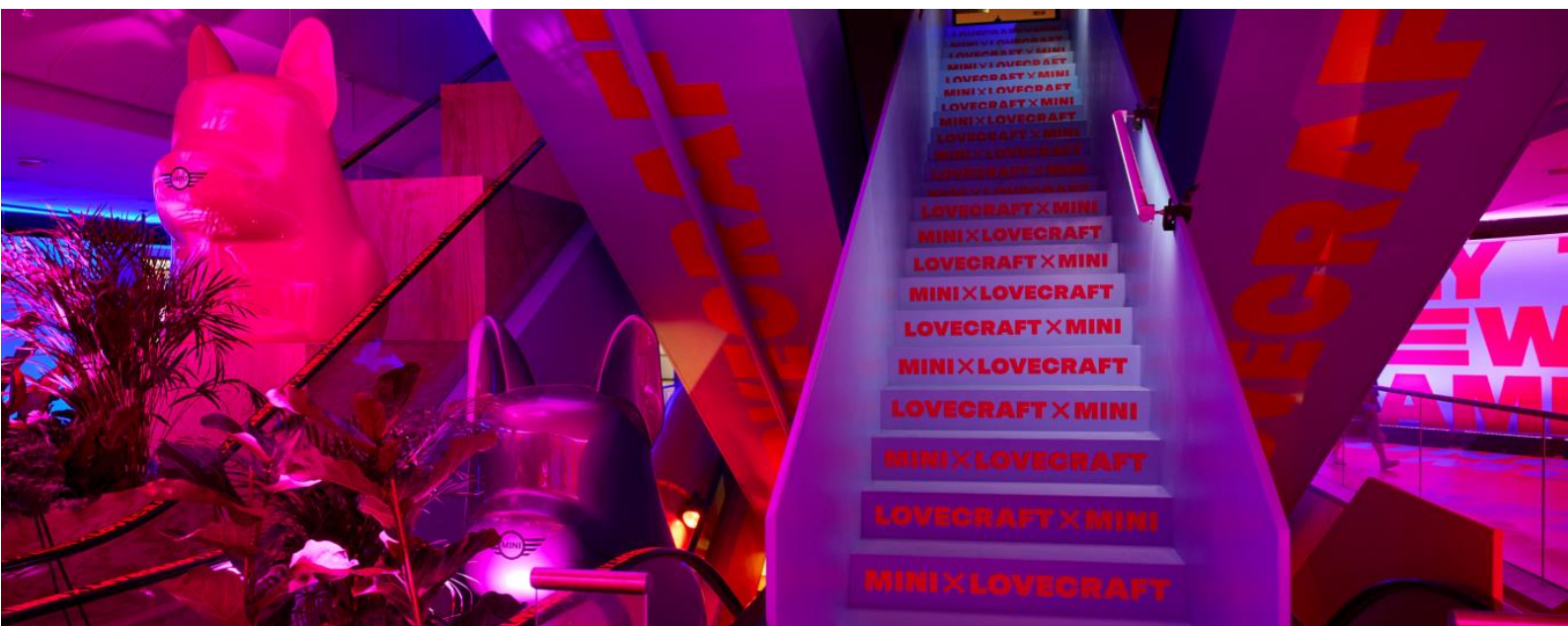




MINI CORPORATE COMMUNICATIONS

Media information
08 September 2023

MINI and Lovecraft bring cultural warehouse & social hub to Munich's city center.



MINI is teaming up with creative project Lovecraft to show how fresh ideas and strong collaboration can bring new life into disused spaces. On more than 25,000 square meters, a colorful and lively place full of culture, creativity and #BIGLOVE is being created in the former department store at Munich's Stachus.

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Munich. With its partnership at Munich's central Stachus, MINI puts creativity, self-actualization, and community at the heart of city life. The Lovecraft project creates a cultural warehouse & social hub on more than 25,000 square meters of open space and over eight floors. Through creative use of space, a visionary place for urban coexistence is being created. MINI is supporting the project as a long-term partner and is actively involved in shaping it.

Creative repurposing

Lovecraft is already MINI's second temporary urbanism collaboration in Munich. Back in 2021, MINI left a lasting mark on the Sugar Mountain project, which has now become an established meeting place. Today's Lovecraft was formerly one of

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Munich's largest department stores. The former shopping paradise is now being transformed into an open, cultural space.

A central meeting point on the spacious floors is the escalator in the middle of the building. Redesigned by MINI, the impressive centerpiece becomes a walk-in sculpture and playfully connects the floors with wooden stairs and slides. In bright colors and through typographic elements, the redesign stands for #BIGLOVE and the diverse interests that visitors can pursue at this special place.

Cultural Warehouse & Social Hub

The Lovecraft offers community areas, a food court, and a meeting theater. Various cultural events, exhibitions and fairs will provide a varied program. Co-creation areas encourage the joint development of ideas and new projects. On two floors, fully integrated movement areas will enable sports activities such as soccer, ping pong and skateboarding. In the future, the Zero Waste Arena will offer opportunities to repair, reuse and share.

The positive energy and creativity of the Lovecraft also radiates from the inside out into the urban space in the windowpanes designed through augmented reality and various art projects.

As an example of MINI's typical "creative use of space," the meeting place in the center of Munich stands for collaboration and joint creation of the future. Through shared experiences and thinking, dreaming and acting as a team, this place gives urban society spaces for a collective vision of the future and invites all visitors to an exciting experiment. True to the MINI brand promise " We spark individuality to uplift people's lives."

On September 09 and 10, Lovecraft will celebrate its official opening in the heart of Munich.

For more information on Lovecraft, click here: <https://www.lovecraft-munich.com/>



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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 over 30 production sites worldwide; 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 the 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 set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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