

Media Information
September 13, 2013

BMW Art Guide by Independent Collectors

Second edition of the global art guide including portraits of 49 additional private collections

Munich. On September 13, 2013 BMW presents in collaboration with Independent Collectors the second, extended edition of the **“BMW Art Guide by Independent Collectors”**. This unique guide offers an international overview of 217 publicly accessible private contemporary art collections, including some that will be opening their doors both to those interested in art and to art connoisseurs for the very first time. The guide provides readers with a brief and easy-to-use overview of significant contemporary art collections. A comparable compilation of international private collections exists neither online nor in book form.

Following the successful launch of the first edition of the “BMW Art Guide by Independent Collectors” at the Art Basel 2012, the second issue presents 49 additional collection portraits: In addition to collections previously inaccessible to the general public, the extended edition now also includes sculpture parks and recently opened collections. Moreover, the book describes exciting cities and their art quarters. On a total of 204 pages and with numerous coloured illustrations, collection portraits and city presentations take the reader to 41 countries – often to regions or urban districts off the beaten track. Therefore, the second edition substantiates the capacity of the “BMW Art Guide by Independent Collectors” as a standard reference book for those interested in art as well as for collectors, artists, gallery owners and curators alike. The „BMW Art Guide by Independent Collectors“ is the first collaborative publication emerging from the partnership which was established in 2009 between BMW and Independent Collectors – the worldwide largest community for art collectors.

Maison Particulière, Brussels: “We would like to thank you warmly for the wonderful, very concise, first book of its kind, highly interesting and very nicely presented work you did by writing the BMW Art Guide.”

The blog accompanying the book

In June of this year, a blog was launched to supplement the “BMW Art Guide by Independent Collectors”, thereby establishing an interactive platform for information pertaining to the publication and the subject of art collecting. The content of the book is accompanied by the blog and supplemented by detailed bulletins on individual private collections, exciting insights into art collecting and interviews with well-known collectors. The interactive blog not only brings the collection portraits from the “BMW Art Guide by Independent Collectors” closer to an online-affine audience, but also establishes a permanently accessible digital site for all relevant additional information.

The blog can be viewed at: www.bmw-art-guide.com

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BMW's Cultural Commitment

For over 40 years now, the BMW Group has initiated and engaged in more than 100 cultural partnerships worldwide. The focus of this long-term commitment to culture is modern and contemporary art, jazz and classical music as well as architecture and design. BMW has worked with artists such as Gerhard Richter, Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko and commissioned architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au. In London, BMW in partnership with the London Symphony Orchestra, hosts the BMW LSO Open Air Classics, a yearly live concert free of charge in Trafalgar Square, and supports Frieze Art Fair. The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business. www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built 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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