

Press release  
02 February 2013

## **“Presented by BMW”.** **17th Art Directors Guild Awards in Beverly Hills.**

**Munich.** BMW makes its debut as the exclusive partner of the annual awards presented by the renowned Art Directors Guild (ADG) in the USA. These awards recognise outstanding figures in production and set design from the international television and film industry. The prize presentation will take place on 2 February 2013 as part of a festive occasion at the venerable Beverly Hilton Hotel in Los Angeles. The leading designer Herman F. Zimmerman will receive a Lifetime Achievement Award in the shape of a trophy created by DesignworksUSA, a 100-percent subsidiary of the BMW Group. As part of this extensive collaboration, BMW will also provide the VIP shuttle service and present two of its latest models – the BMW 6 Series Gran Coupe and the BMW i8 Concept Spyder.

Stylishly showcased in front of the Beverly Hilton Hotel, the BMW 6 Series Gran Coupe is unmatched by any other BMW in uniting extraordinary dynamics and the aesthetics of a classical BMW Coupe with luxurious appeal. With its low height and flat roofline that sweeps into the rear, the BMW 6 Series Gran Coupe sets a new benchmark for automotive aesthetics.

A further highlight is the BMW i8 Concept Spyder, representing the BMW i sub-brand. Its combination of intelligent lightweight construction and state-of-the-art hybrid technology helps the BMW i8 Concept Spyder achieve genuine sports car performance. Its sporty, emotional design lends it lightness, dynamics and efficiency coupled with unusual looks.

The BMW Group and the ADG Awards share a common passion for inspiring design. This is also reflected in the Lifetime Achievement Award trophy created by DesignworksUSA and to be presented to the renowned art director and production designer Herman F. Zimmerman. He made his mark, among other things, as the production designer for the cult sci-fi series Star Trek, and also put his futuristic design stamp firmly on The Next Generation series. The award will be presented by Alec Bernstein, Global Director, Creative Consulting & Strategic Partnering, BMW Group DesignworksUSA. The design of the “Electrified” trophy pays tribute to the achievements of Herman F. Zimmerman: “Our designers were inspired by the metaphor of a flying spark that ignites creative vision. This

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Page 2

energy is, metaphorically speaking, electrifying. It prompted our designers to recreate this fusion of technology and art in the form of the trophy," explains Bernstein.

The award ceremony will be hosted in the ballroom of the Beverly Hilton Hotel – also familiar from the Golden Globes – by stand-up comedian Paula Poundstone. The Art Directors Guild Awards on 2 February 2013 will recognize outstanding designers from the TV and film industry.

For more than five decades now, the BMW Group has been supporting film and television as part of its commitment to the creative and cultural scene. Its involvement on this front embraces product placement, promoting film academies and sponsoring numerous events within the sector, ranging from high-calibre film festivals to small-scale, aspiring "film days". Since 2010, for example, BMW has been a main partner of the Berlinale, the International Film Festival in Berlin. BMW also supports the Bayerischer Filmpreis, the renowned Landshut Short Film Festival and the Regensburg Short Film Week, among other events. It also promotes short films at international level, such as the "BMW Shorties" film project in Malaysia.

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Page 3

## **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 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 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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