

Media Information
September 22, 2020

Creator and creation - BMW 4 Series Coupé unveiled the debut of “Who Am I? A human-robot performance”, a Romanian project selected for the International Ars Electronica Festival.

The show-installation “Who Am I? A human-robot performance”, developed by the team of the art and technology studio H3, debuted in the selection of Ars Electronica, the most important art and technology festival in the world. BMW 4 Series Coupé, one of the most sophisticated and emotionally charged models of the brand, made its presence felt in a special installation during the event, more than a month before the official debut on the market, on October 24.

The debut of “Who Am I” was presented in the multidisciplinary project, H3 Garden simultaneously with the exhibition of interactive lighting installations and the series of live concerts Kaustik Nights. The event also marked or parted: the “Silk Industry” industrial space from the communist period, located in the heart of Bucharest and regained for cultural projects, is to be demolished to make way for new commercial and residential areas. Until now, Popa Nan 82 has been the space for the creation, production and presentation of art installations created by the H3 team.

“Who Am I? A human-robot performance” is a unique show-installation that combines in contemporary, theater and lighting installations with a unique protagonist – Kuka – an industrial robot that weighs a ton and a half and was previously used in production process at the BMW plant in Regensburg (Germany). The project speaks through spectacular visual constructions about the connection between creator and creation, about the search for identity, about how objects can acquire identity and life. The myth of Pygmalion is one of the main points of inspiration. At the center is Kuka, in an incredible transformation of the industrial robot into an emotional performer with choreographer Andrea Gavrilu, offering a strong contrast between mechanical and organic. The 400 m² H3 Gardens industrial hall, with the performance designed only for 35 spectators, added to the show intensity, providing the basis for a personal and imersive experience.

In this context, the new BMW 4 Series Coupé was presented in a lighting installation located next to the Kaustik Nights concert stage. The installation only hinted at the shapes of the new model, it was an invitation to discovery. “We are a German brand built on technology, engineering and performance. With a slogan that celebrates 45 years and speaks of joy – “The sheer driving pleasure” – we are also a brand built on emotions and experiences. The BMW 4 Series Coupé illustrates very well this combination of technological excellence and the driving pleasure. Ars Electronica, with a dialogue between art and technology, and “Who Am I? A human-robot performance”, with a robot that has become a performance artist, we have an excellent setting that allows us to show the two facets of our brand. We are very happy that we were able to be part of this project, especially since in the foreground is a former BMW employee”, explains Dr Josef Reiter, Managing Director of BMW Group Romania.

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The new BMW 4 Series Coupé is a model defined by a bold design, dominated by a new front grille and a language of shapes with precisely contoured lines, but also harmoniously defined shape, almost organic. The unique design gives the new model a clear position in

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the BMW range, with a distinct identity. At the same time, the middle-class coupé has always been dedicated to driving pleasure, and the BMW 4 Series Coupé is perfectly prepared for this by specific proportions, perfect center of mass distribution, chassis rigidity, sophisticated TwinPower Turbo engine technology. But performance comes with respect for the environment: respecting the brand's sustainable development philosophy, power is delivered efficiently - all engines, except the top of the range petrol, the availability of 48V mild-hybrid technology and compliance with Euro 6d emissions standards.

The collaboration of BMW and “Who Am I? A human-robot performance” continues with the preparation of a short film about the meeting between creator and creation – this time with the Kuka robot in the position of creator, and BMW 4 Series Coupé as the object of creation. The project aims to explore the spectacular design of the new model in the emotionally charged space of “Who Am I? A human-robot performance” performance art, building on the double identity of the Kuka robot – from a production tool in a BMW factory to an artist.

Project Credits / Acknowledgements

Concept - H3 & Adrian Damian / Director and writer - Alexandru Berceanu / Scenography - Adrian Damian / Coreography - Andrea Gavrilu / Motion design - Andrei Mitişor, Sebastian Comănescu / Video design - Dilmana Yordanova, Ovidiu Eftimie / Light design - Cristian Şimon, Răzvan Pascu / Music & Sound Design featuring the voice of the artist - Kinga Ötvös / Costumes - Luiza Enescu / Performers: Andrea Gavrilu, Mădălina Ciotea, Vlad Bîrzanu, Anda Saltelechi, Meda Victor, Eduard Trifa / Video engineer - Silviu Bratosin, Luca Achim / Stage manager - Dan Iosif / Project coordinator - Cristina Tudor / Scenography Assistant - Andrei Şova / Videographers - Adi Bulboacă, Sorin Florea / Video editor - Florina Titz / Making-of - Marius Beşu / Producers - Florin Niculae, Ana Ţecu, Ana Ciobanu, Anita Niţulescu / Production manager - Roxana Cozma / Communication manager - Sînziana Boaru Gîrjob / PR & Media relations - Bianca Cenuşe

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About BMW Group Cultural Engagement

For almost 50 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on contemporary and modern art, classical music and jazz as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have

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co-operated with BMW. In 2016 and 2017, female artist Cao Fei from China and American John Baldessari created the next two vehicles for the BMW Art Car Collection. For years, the BMW Group and its partners have been initiating and establishing their own formats such as BMW Tate Live, BMW Welt Jazz Award, BMW Open Work, the BMW Art Journey and the "Opera for All" concerts in Berlin, Munich, Moscow and London. The company also partners with leading museums, art fairs and orchestras as well as jazz festivals and opera houses around the world. With BMW OPERA NEXT, the new partnership with the Staatsoper Unter den Linden, the opportunities presented by digitalisation are used to open up new ways of accessing the world of opera for young audiences. As part of its art programme “Muse”, Rolls-Royce partners for the initiative “The Dream Commission” with two internationally esteemed art institutions. Together with Fondation Beyeler and Serpentine Galleries, emerging and established artists are invited to submit a moving-image work that delivers an immersive sensory experience. The artists are nominated and chosen by renowned personalities of the art world like Daniel Buren, Hans Ulrich Obrist, Cao Fei, and Theodora Vischer. The BMW Group takes absolute creative freedom in all its cultural activities for granted – as this initiative is as essential for producing groundbreaking artistic work as it is for major innovations in a successful business.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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