

Media Information

December 2, 2022

**"BMW Opera for All" in Melbourne in February 2023.**

BMW announces partnership with Opera Australia to bring global initiative to Australia for the first time.

- **Partnership to support local arts and culture scene and bring joy to Melbournians**
- **Free entry open-air concert to be held in Federation Square on 4<sup>th</sup> February featuring the most popular arias in opera**
- **Concert to include 16 musicians from Orchestra Victoria**

**Munich/Melbourne.** BMW has further expanded its global footprint in the world of opera with today's announcement of its multi-year partnership with Opera Australia, the country's largest performing arts organisation, to bring "BMW Opera for All" to Australia for the first time.

"BMW Opera for All" is a global event in cooperation with local orchestras and opera houses to present world class cultural experiences to the public for free. Annual events take place in Munich, and in addition, events have taken place in Berlin, and London.

The Australian premiere of this global initiative will include a one-hour open-air concert that will take place on the 4<sup>th</sup> February 2023 at the Federation Square in Melbourne and include the most popular arias in opera. The performance will feature four of Australia's finest opera singers accompanied by 16 musicians from Orchestra Victoria.

Commenting on the partnership, Wolfgang Buechel, CEO of BMW Group Australia, said: "BMW believes that art and culture are an integral part of our social sustainability, and it is therefore with utmost joy that BMW Australia is partnering with Opera Australia to bring our global 'BMW Opera for All' event to Australia.

Mr. Buechel added that Melbourne was selected as the first Australian city because it has a rich art, theatre, and music scene and that the arts and culture scene usually enjoyed by so many was significantly impacted by the COVID-19 pandemic. "This free-entry event enables BMW to support the industry while also bringing much needed joy to everyone who attends from near and far.

"Together with Opera Australia, we have selected Federation Square as the venue because it's an iconic destination renowned for its world-class art and culture engagements", Mr. Buechel said. Furthermore, it is in the heart of the

## Media Information

December 2, 2022

Date

Subject

"BMW Opera for All" in Melbourne in February 2023.

Page

2

city with a large outdoor area that can accommodate 8,000 people. We look forward to hosting one of the biggest free outdoor opera events in Australia in 2023 and welcoming audiences of all ages," Buechel added.

Opera Australia CEO Fiona Allan is delighted to welcome BMW as a Platinum Partner to bring the global "BMW Opera for All" concert series to Australia for the first time.

"It is appropriate that Melbourne joins the ranks of other international cities to host this 'BMW Opera for All' concert, and what better location than Federation Square? This is a wonderful gift to Melbourne, and demonstrates BMW's sincere commitment to enhancing the cultural life of the cities they operate in. We are looking forward to seeing families and friends gathering again in the CBD for what promises be a wonderful celebration of great opera," said Ms Allan.

If you have any questions, please contact:

Leanne Blanckenberg

BMW Group Australia

General Manager, Corporate Communications

Telephone: +61 3 92644238

Mobile: +61 447 000379

Email: [leanne.blanckenberg@bmw.com.au](mailto:leanne.blanckenberg@bmw.com.au)

Céline Cettier

BMW Group Corporate and Governmental Affairs

Cultural Engagement

Phone: +49 151 601 38201

Email: [celine.cettier@bmw.de](mailto:celine.cettier@bmw.de)

[www.press.bmwgroup.com/global](http://www.press.bmwgroup.com/global)

Email: [presse@bmw.de](mailto:presse@bmw.de)

**About Opera Australia**

Opera Australia is recognised as one of the world's busiest opera companies, presenting hundreds of performances around the country every year. The Company performs seasons in the Sydney Opera House and the Arts Centre Melbourne, as well as extensive touring to regional and rural areas and outdoor events such as the Handa Opera on Sydney Harbour. In 2023 OA will stage the world's first fully digital production of Wagner's Ring Cycle at the Queensland Performing Arts Centre.

For more information about Opera Australia visit [www.opera.org.au](http://www.opera.org.au)

## Media Information

December 2, 2022

Date

Subject

"BMW Opera for All" in Melbourne in February 2023.

Page

3

**BMW Group Cultural Engagement**

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale  
BMW Art Cars Berlin Biennale Ólafur Eliasson Art Basel Max Hooper Schneider  
BMW Art Journey **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu  
Zaha Hadid Les Rencontres d'Arles Jeff Koons Acute Art Tate Modern **LONGEVITY** Artsy  
BMW Open Work by Frieze **PARTNERSHIP** Andy Warhol BMW Guggenheim Lab Lu Yang  
Samson Young Bavarian State Opera BMW Welt Jazz Award **CREATIVE FREEDOM** Tefaf  
**INTERACTION** State Academic Bolshoi Theatre of Russia Kyotographie Premio de Pintura  
Garage Museum of Contemporary Art Paris Photo **SUSTAINABILITY** Leelee Chan Art Dubai  
Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

Why Culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, even unsettling sometimes. As corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been involved in hundreds of cultural initiatives worldwide for over half a century, both in the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and as essential for groundbreaking works as it is for major innovations within a business enterprise like ours.

Further information: [www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/overview](http://www.bmwgroup.com/overview)

Facebook: [www.facebook.com/BMW-Group-Culture](https://www.facebook.com/BMW-Group-Culture)

Instagram: [www.instagram.com/bmwgroupculture/](https://www.instagram.com/bmwgroupculture/)

@bmwgroupculture

#BMWGroupCulture

#drivenbydiversity

**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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>