

Media Information
February 8, 2023

Thousands flock to first “BMW Opera for All” concert in Australia.

Support of local arts and culture scene in partnership with Opera Australia.

Melbourne. BMW Australia brought joy to thousands this weekend at the first “BMW Opera for All” open-air concert held at Fed Square in Melbourne on Saturday, 4th February 2023. This premier event in partnership with Opera Australia, the country's largest performing arts organisation, was a one-hour open-air concert featuring some of opera's greatest hits.

The all-star cast included soprano Sophie Salvesani, direct from her mainstage opera debut in the acclaimed production of Don Giovanni (Limelight); Melbourne-born and three-time Green Room Award-winning mezzo-soprano Dimity Shepherd; Korean tenor Simon Kim, and acclaimed baritone Luke Gabbedy whose recent role debut in La Traviata received high praise (Arts Hub). The live orchestra from Orchestra Victoria and was led by one of Australia's most exciting and well-known opera conductors, Brian Castles-Onion.

The event was attended by Lord Mayor of Melbourne Sally Capp, Opera Australia CEO Fiona Allan and BMW Group Australia CEO Wolfgang Buechel.

Wolfgang Buechel, CEO of BMW Group Australia, highlighted that “investing in people and culture is an integral part of our strategy globally and in the markets in which we operate.” The concert in Melbourne, known for its rich artistic, theatre, and music heritage, was the perfect choice for BMW's first “Opera for All” event in Australia.

Opera Australia CEO Fiona Allan said: “We are delighted that BMW Opera for All was such a success for Melbourne. It was great to see so many families and friends gathering in the CBD to experience the thrill of live opera singing – some for the very first time. It is an ongoing endeavor for Opera Australia to create free or low-cost opportunities to welcome

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newcomers into the exciting world of opera. We are deeply grateful that BMW shares our commitment in bringing opera to all."

"BMW Opera for All" in Melbourne is part of a series of open-air concerts and Opera Broadcasts that the BMW Group has also initiated with the Bayerische Staatsoper in Munich, the Staatsoper Unter den Linden in Berlin and the London Symphony Orchestra, enabling hundreds of thousands to enjoy first-class music programs in a relaxed atmosphere.

If you have any questions, please contact:

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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

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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 and www.bmwgroup.com/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 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 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.

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