

„Emblematic Architecture, Legendary Car Design” an exhibitions that looks back at a transfromation moment in company history 50 years ago

Exhibition hosted in Timișoara, România, as part of European Culture Capital Program. +++ The event is part of Creative Sustainability Week project, CSWeek, hosted in Timișoara together with CODRU SustainArt village. +++ Special screening of “He Flew Ahead” documentary movie dedicated to architect Karl Schwanzer, at the 50 years anniversary of the BMW 4 Cylinder opening.

Bucharest/Timișoara. CODRU SustainArt village x CSWeek, in collaboration with BMW, presented in Timișoara the exhibition EMBLEMATIC ARCHITECTURE, LEGENDARY CAR DESIGN, an event included in the "Timișoara, European Cultural Capital" agenda. The project includes a selection of design projects, many presented for the first time to the general public, but also a presentation of the BMW headquarters signed by the Austrian architect Karl Schwanzer, an emblematic landmark of both BMW , as well as of the city of Munich.

This exhibition captures the transformative energy which BMW showed to the world in the early 1970s. With a unique and innovative new headquarters building, a concept car - the BMW Turbo, which showcased BMW's approach to innovations in driving pleasure, safety, environmental responsibility, and design, and a new range of cars which launched a fresh, sustainable design strategy, the transformations of those years played a major role in the creation of what BMW is today, 50 years later. Truly sustainable impulses.

In the history of the company, the 1970s where some of the most transformative years. In the 1970s, BMW successfully established its image as an important automobile manufacturer for the global market and as a forward-thinking company. Several landmark projects shaped the company evolution in that period – the BMW Motorsport started in 1972, the first BMW concept car, the BMW Turbo, was presented in 1972, the current model structure was first defined in '70s, starting with the presentation of the first-generation BMW 5 Series. The iconic BMW headquarters “The 4 Cylinder” was opened in 1973, first major cultural cooperations with such artists as Gerhard Richter, Alexander Calder, Roy Lichtenstein, and Andy Warhol were also established in those years.

The exhibition is organized in big panels that explore the BMW design explorations under the guidance of Paul Bracq, Director of BMW design from 1970 to 1974. It follows the first generations of BMW 5 Series, 3 Series, 7 Series and 6 Series, as well as other defining projects of the company, such as the design evolution towards the BMW Turbo concept. There is also a special presentation dedicated to the 4 Cylinder building that follows the design and building process.

The exhibition will also feature a special event on the 8th of October that will include a special screening of the documentary “He Flew Ahead”, a highly emotional portrait of designer Karl Schwanzer, the creator of the 4 Cylinder building.