

Media information

31 October 2024.

The BMW Art Generation returns for a joyous day of culture, connection, and exchange.

+++ BMW Group South Africa hosts prime arts and lifestyle event at the Nirox Sculpture Park in Kromdraai, Krugersdorp +++ Joy through art and culture +++ Exchange of knowledge between generations of artists, collectors, and cultural practitioners +++

Midrand. On 2 November 2024, The BMW Art Generation will return for its second edition at the Nirox Sculpture Park in Kromdraai, Krugersdorp. This year The BMW Art Generation will build on the momentum of its inaugural 2023 edition by fostering joy through connections and exchange while highlighting contemporary African art and lifestyle.

The BMW Art Generation's Moments of Joy

A prime arts and lifestyle event, The BMW Art Generation will fulfil the questions and curiosities of art enthusiasts and academics parallel to offering them an intentionally engaging programme of art walkabouts in the park; studio visits; a live music line-up made to facilitate enjoyment, as well as food, wine and fashion offerings that demonstrate Africa as a destination for lifestyle excellence.

The day will kick off with an intergenerational conversation that looks at the medium of painting as a practice of liberation. Intergenerational, the conversation will be between formidable painters Mmakgabo Helen Sebidi and Thenjiwe Niki Nkosi. The conversation will be moderated by Janine Gaëlle Dieudji, curator of the Smithsonian National Museum of African Art.

Parallel to the discourse, guests can look forward to

- Food: Lara the Food Goddess, Lucky Bread, Jack Rabbit, Forest Gelato, Glory, Il Contadino, Soul Souvlaki
- Fashion: BOYDE; VIVIERS; NAO SERATI and UNI FORM by Luke Radloff

- Music: Kopano Jazz Collective, the South African Music Award nominated Kujenga and, as a headline, the multi-award-winning leading artist: Thandiswa Mazwai

"As part of our long-term dedication to art education, BMW will continue to play a pivotal role in promoting and fostering creativity and innovation for future generations. The BMW Art Generation is a testament to this vision, creating a platform for the exchange of knowledge between generations of artists, collectors, and cultural practitioners," said Taz Ramphisa, General Manager: Customer and Brand, BMW Group South Africa.

Building a legacy of celebration, connection and exchange — The BMW Art Generation premise

In 2020, BMW Group South Africa and FNB Art Joburg established the BMW Young Collectors Co. to develop a new generation of art enthusiasts that will collect African art on African soil. Through exclusive opportunities to meet and connect with leaders in contemporary African art that entry level collectors may not have access to, BMW Young Collectors Co. has built itself up to be one of the most coveted memberships.

A means for BMW South Africa and FNB Art Joburg to open the club's programme to the public, with support from First National Bank, The BMW Art Generation will serve as a vibrant meeting place for the public to encounter celebrated, established and young artists, curators and academics from across the world. Together this collective has the opportunity to imagine, celebrate and protect the future of contemporary African art.

"Leaders in culture, BMW South Africa exemplifies why patronage is vital in sustaining art. We are privileged to benefit from their support, which not only enhances our initiatives but also strengthens the social fabric we need to foster a rich exchange. Through their investment, we are reminded that culture thrives when shared," says FNB Art Joburg Managing Director, Mandla Sibeko.

An invitation to celebrate the joys art brings

Building on the foundation that was established in the first edition, The BMW Art Generation Vol. 2 is a call to look towards joy through art and culture.

Centered around a generative jouissance of intergenerational exchange, this edition acknowledges the weight of art to articulate things that cannot be put into words.

Tickets and event information

Inclusive of live music, talks and full access to the Nirox Sculpture Park, tickets for The BMW Art Generation cost R400. To purchase tickets, visit <https://tickets.tixsa.co.za/event/the-bmw-art-generation>

NOTES TO EDITORS

For the latest info on The BMW Art Generation, you can find us on Instagram by following @bmwartgeneration or BMW Young Collectors Co. on LinkedIn
For all press inquiries email: zaza@artjoburg.com

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If you have any questions, please contact:

Corporate Communications

Angela Konert

Head of Business Communications

Phone: +27 71 666 2472

Email: Angela.Konert@bmw.co.za

<https://www.press.bmwgroup.com/south-africa>

The BMW Group

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In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action, from the supply chain through production to the end of the use phase of all products.

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