

BMW Group Corporate Communications

Media Information

April 2007

BMW Group Design Talk Villa Erba 2007: Top-class international panel discussion and design exhibition

Munich/Como. "Sketch the dream! Visualizing car design" will be this year's key feature of the "BMW Group Design Talk Villa Erba 07" in Cernobbio at Lake Como (Sunday 22nd April 2007 commencing 10:30 a.m.). For the fifth time now the BMW Group is holding this exclusive event initiated within the framework of the Concorso d'Eleganza at the Villa Antica, to which a number of international journalists and select VIP guests have been invited. The Design Talk event will again be hosted by Carl G. Magnusson, Executive Vice President of New York-based Knoll Design of many years' standing. Whilst the 2006 event bearing the title "Utopia" was directed at the future, this year's discussion will focus on the artistic processes covering all stages from conception to the finished design object. "Sketch the dream!" will be supplemented by an exhibition in the foyer of the Villa Antica. The exhibition features 50 sketches of automobiles of different times and make from 1940 to 2000 and will be open to all visitors of the Concorso.

Like every year, the panel will consist of renowned designers and design experts. This year, the BMW Group has been fortunate enough to acquire the following guests: Fabrizio Giugiaro, Styling Director of Italdesign Giugiaro; Verena Kloos, President of DesignworksUSA, LA; Ross Lovegrove, Industrial Designer, UK; Phil Patton, journalist and author, NY; Ban Y.J., CEO Stikfas Toy Company, Singapore. In addition to this, the two BMW Art Cars by César Manrique and Esther Mahlangu, which were designed as part of the BMW Art Car Collection in 1990 and 1991 respectively, will be showcased in the rotunda of the Villa Erba.

For 78 years now the Concorso d'Eleganza at the Villa d'Este has been one of the most exclusive events, bringing together enthusiasts and experts in the field of historical vehicles as well as collectors of automotive items from all four corners of the world in unique surroundings at Lake Como.

This year it is being held from Friday 20th to Sunday 22nd April.

Further information can be obtained at:
<http://www.concorsodeleganzavilladeste.com>

In the event of enquiries please contact:

Corporate Communications

Thomas Girst, BMW Group, Public Relations, Head of Cultural Communications
Telephone: +49 89 382 24753, Fax: +49 89 382 28017

Karin Elvers, BMW Group, Public Relations, General Interest Media
Telephone: +49 89 382 23742, Fax: +49 89 382 28017

Holger Lapp, Head of Public Relations
Telephone: +49 89 382 17700, Fax: +49 89 382 24545

Firma
Bayerische
Motoren Werke
Aktiengesellschaft

Postanschrift
BMW AG
80788 München

Telefon
+49 89 382 24753

Internet
www.bmwgroup.com

Internet: www.press.bmwgroup.com/kultur
e-mail: presse@bmw.de

