

Media Information  
June 12, 2012

## **BMW is partner of Art Basel, the art show for modern and contemporary art.**

**Munich.** The world-famous show for modern and contemporary art takes place in Basel, Switzerland from June 14 to 17, 2012. Works by more than 2,500 internationally celebrated artists will be presented at Art Basel by approx. 300 leading galleries from around the world. BMW has been a partner of Art Basel Miami Beach at the outset and has supported Art Basel for many years. In 2012, BMW is once again involved as a partner of this international forum for the art market.

Annette Schönholzer and Marc Spiegler, Directors of Art Basel, said: "Art Basel enjoys the long-standing partnership with BMW, which has played an innovative role in the artworld for many decades now. We look forward to collaborating on new concepts in the future."

The BMW Group is providing the official VIP shuttle service for visitors to the show. The vehicles will ensure a comfortable and convenient network linking the various event locations and fair venues.

Beyond Art Basel, 2012 also sees BMW supporting Art Basel Miami Beach and other art shows all over the world, including Frieze Art Fair and Frieze Masters London as well as Frieze NY, ART HK – Hong Kong International Art Fair, Art Toronto, Art Amsterdam, TEFAF Maastricht, KIAF – Korean International Art Fair and Paris Photo as well as the initiatives Gallery Weekend Berlin and Independent Collectors.

During Art Basel Miami Beach 2011, BMW used the opportunity to celebrate the BMW Guggenheim Lab, a six-year initiative launched by BMW and the Guggenheim Museum and Foundation. On the occasion of this year's Art Basel, BMW is proud to present the first global guide to private and publicly accessible collections of contemporary art: The BMW Art Guide by Independent Collectors, together with the Independent Collectors initiative and the publisher Hatje Cantz.

### **About BMW's Cultural Commitment**

For more than 40 years, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on modern and contemporary art, jazz and classical music as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York. The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

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Information regarding the BMW Group's cultural involvement: [www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/culture/overview](http://www.bmwgroup.com/culture/overview)

**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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