

Media Information
May 15, 2015

BMW as partner of Art Basel **Hong Kong artist Samson Young wins BMW Art Journey**

Basel. One of the highlights of the international art world calendar will take place from June 18 to 21, 2015, when Art Basel in Basel opens its doors. 284 leading galleries from Europe, North America, Latin America, and Asia show work from great masters of Modern and contemporary art to the latest generation of emerging talents. As a long-term partner of the shows in Basel, Miami Beach and Hong Kong, BMW continues to support Art Basel with its VIP shuttle service. Furthermore, the first winner of the BMW Art Journey, Samson Young, will be offering initial insights into his travel plans at an exclusive reception on the first preview day, June 16.

A renowned jury of international museum directors and curators has selected the first winner of the BMW Art Journey, a new global collaboration between Art Basel and BMW: Samson Young from Hong Kong. The BMW Art Journey will allow Young to embark on a creative journey across five continents. The artist will undertake a worldwide tour of iconic bells, documenting them and creating works of visual art and music composition in response to them. Samson Young was one of three shortlisted artists selected from this year's Discoveries sector at Art Basel's show in Hong Kong.

The BMW Art Journey has been initiated to recognize and support emerging artists worldwide. Like a mobile studio, the BMW Art Journey can take artists almost anywhere in the world – to conduct research, make new contacts, and create new work. The prize is open to artists who are showing in Discoveries and Positions in the Hong Kong and Miami Beach show respectively.

For further information, please visit www.bmw-art-journey.com

In addition to Art Basel's shows in Basel, Miami Beach and Hong Kong, the BMW Group also supports other prestigious art fairs all over the world, as well as the art initiatives Gallery Weekend Berlin and Independent Collectors. The company also cooperates on a long-term basis with numerous cultural institutions and artists worldwide, supporting projects such as BMW Tate Live and the "Preis der Nationalgalerie".

More information about the cultural commitment of the BMW Group is available at: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview

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About Art Basel

Art Basel stages the world's premier art shows for Modern and contemporary works, sited in Basel, Miami Beach, and Hong Kong. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. In addition to ambitious stands featuring leading galleries from around the globe, each show's singular exhibition sectors spotlight the latest developments in the visual arts, offering visitors new ideas and new inspiration.

www.artbasel.com

BMW's Cultural Commitment

For more than 40 years now, 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.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based 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.

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