

BMW Group

U.S. Press Information

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BMW presents Frieze Sounds, VIP Shuttle Service, and Art + Design Talks at Frieze New York 2016

Woodcliff Lake, NJ – May 2, 2016... As a partner of the Frieze New York international art fair for the fifth consecutive year, the BMW Group is pleased once again to present Frieze Sounds – an experiential sound installation program – both in the BMW 7 Series VIP shuttle service and in the BMW 7 Series lounge, new to the fair this year. BMW will also host two art and design talks at Soho House, as part of the fair's programmed events. Frieze New York will be held on Manhattan's Randall's Island from May 5 to 8, 2016.

Curated by Cecilia Alemani, Frieze Sounds expands the fair's artistic scope by activating the visitor's experience through sound. This year's program features three specially commissioned audio works by artists Giorgio Andreotta Calò, in collaboration with MADRIEMA, GCC and Liz Magic Laser. In addition to listening in BMW VIP shuttles, visitors will also experience the sound works at a listening station inside Frieze's Reading Room, as well as in the BMW 7 Series lounge. The works are also accessible online at friezeprojectsny.org.

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"The BMW 7 Series VIP shuttle service will act as an extension of the Frieze New York experience by showcasing the Frieze Sounds program for guests as they ride to and from the fair," said Ludwig Willisch, President and CEO of BMW of North America. "The luxurious interior and relaxing environment inside our all-new 7 Series provides the ideal setting for listening to these wonderful installations."

BMW will also host two art and design talks as part of its ongoing partnership with Soho House. On May 3, illustrator Nicholas Blechman will speak with Rob Giampietro, current Creative Lead for Google Design NY, on graphic design in the digital age. On May 7, BMW explores the field of design with a conversation between Sir Russell Coutts, CEO

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of the America's Cup Event Authority, and Laurenz Schaffer, President of Designworks, about how design affects performance.

As one of the most important fairs of contemporary art worldwide, Frieze New York presents over 190 leading international galleries annually. BMW has been a partner of Frieze London since 2004, and in 2012, the partnership was extended to include Frieze New York.

Apart from Frieze, for more than a decade, BMW has been an active partner of renowned international art fairs, including Art Basel Hong Kong, Miami and Basel, Berlin Gallery Weekend and TEFAF Maastricht. In addition, the BMW Group is partner of internationally acclaimed museums such as Tate Modern in London, publishes the "BMW Art Guide by Independent Collectors" together with Independent Collectors and focuses on promoting young art with initiatives such as the BMW Art Journey or the Preis der Nationalgalerie.

About BMW Group's Cultural Commitment

For almost 50 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 contemporary and modern art, classical music and jazz 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, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have co-operated with BMW. Currently, female artist Cao Fei from China and American John Baldessari are creating the next two vehicles for the BMW Art Car Collection. Besides co-initiatives, such as BMW Tate Live, the BMW Art Journey and the "Opera for All" concerts in Berlin, Munich and London, the company also partners with leading museums and art fairs as well as orchestras and opera houses around the world. The BMW Group takes absolute creative freedom in all its cultural activities – as this initiative is as essential for producing groundbreaking artistic work as it is for major innovations in a successful business.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity

Coupes. The BMW Group sales organization is represented in the U.S. through networks of 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 125 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com.

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