

BMW Group

U.S. Press Information

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Contact: Phil Dilanni
Corporate Communications Manager
BMW of North America, LLC
(201) 571-5660 / phil.dilanni@bmwna.com

BMW Group Presents: 200 Women Who Will Change the Way You See the World.

New Book and Storytelling Exhibition Celebrating Inspirational Women Opens at Pen + Brush Gallery in New York City on May 15th.

Woodcliff Lake, NJ – May 8, 2018... The BMW Group is proud to present 200 Women Who Will Change the Way You See the World, a new book and storytelling exhibition celebrating a diverse group of inspirational women. Opening at Pen + Brush gallery in New York City on May 15 and supported by BMW Group, 200 Women Who will change the way you see the world is a free photo exhibition designed to provoke thought on diversity and equality through the stories of 200 women from around the world.

The exhibition is based on the storytelling project and book of the same name by creators Geoff Blackwell and Ruth Hobday and published by Chronicle Books, 200 Women Who Will Change the Way You See the World. The book was inspired by the simple idea of persuading 200 women – regardless of nationality, race, religion, status or celebrity – to answer a series of five questions describing what is most important to them in life, and allowing themselves to be photographed and filmed in front of a plain sheet of fabric by photographer Kieran E. Scott. The book features all 200 original interviews and accompanying photographs.

Geoff Blackwell, co-author of 200 Women Who Will Change the See the World said, “Our intention wasn’t to simply focus on successful and powerful women, but to highlight the diversity and authenticity of real women with real stories, and bring out the humanity of each individual’s experiences.”

Among the women honored are the recently passed Winnie Madikizela-Mandela, who was a remarkable freedom fighter on the front line of the struggle for the people in South Africa, bestselling authors Chimamanda Ngozi Adichie and Margaret Atwood, actor and activist Gillian Anderson, supreme court justice Ruth Bader Ginsburg, New Zealand prime minister Jacinda Ardern, classic violinist Anne-Sophie Mutter and conservationist Jane Goodall, alongside other activists, artists, astronauts, entrepreneurs and a brave Nepalese woman who has spent most of her life living on the streets of Kathmandu selling cigarettes – one at a time – to support her family.

“Our goal for 200 Women was diversity, and above all, authenticity, and the responses of all of the women we interviewed simultaneously educated, humbled and inspired us,” says co-author

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201) 307-4095

Internet
bmwgroupna.com

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Ruth Hobday. “Over and over they were uplifting examples of kindness, selflessness, strength, wisdom, inspiration and the most compellingly of all, truth.”

Following the U.S. showing, BMW will also present the exhibition at two separate locations in Munich, Germany: at the Alte Bayerische Staatsbank (October 27 – November 21) and at the Technical University of Munich (November 28 – December 14). The exhibit schedule includes:

Pen + Brush Gallery , 29 East 22 nd Street New York, NY, USA	May 15 – June 30
Alte Bayerische Staatsbank , Kardinal-Faulhaber Straße 1, Munich, Germany	October 27 – November 21
Technical University of Munich , Arcisstraße 21, Munich, Germany	November 28 – December 14

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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; technology offices in Silicon Valley, Chicago 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 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 345 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 127 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.

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