

Press information
11 July 2023

BMW announces new long-term partnership with the Städel Museum.
Artist Marc Brandenburg has created an exclusive design for a BMW iX1.

Frankfurt am Main. The BMW Group is announcing a new long-term partnership with the Städel Museum, one of the most renowned and oldest museum foundations in Germany. The new collaboration celebrates an exclusive kick-off with the design of the BMW iX1 by artist Marc Brandenburg. With the joint event series STÄDEL INVITES, BMW and the Städel Museum invite visitors to experience contemporary art in a different way.

Together with the Städel Museum Frankfurt, BMW has launched the new **STÄDEL INVITES** format in the past year. The event series takes place in connection with exhibitions by selected contemporary artists and, through live events with artists, talks, short tours and music, seeks to make contemporary art accessible to a wide audience in a relaxed atmosphere.

As a highlight for the new partnership, the museum's collection artist, **Marc Brandenburg**, designed a **BMW iX1**. Today, 11 July, the vehicle will be presented for the first time in the Städel Garden. Together with Deputy Head of Contemporary Art at the Städel Museum Svenja Grosser, Marc Brandenburg will explain how he has artistically implemented in the car design the aspects of time, space and speed that are used in his work. From 28 October 2021 to 30 January 2022, the Städel Museum presented the exhibition "Hirnsturm II" with around 130 drawings and a video work by Marc Brandenburg.

"We are excited to be expanding our cultural engagement through a new partnership with the Städel Museum – one of Germany's most significant art museums. The BMW iX1 design created by Marc Brandenburg is the perfect kick-off for a new long-term collaboration that will generate many more inspiring encounters with artists via the STÄDEL INVITES format," says **Ilka Horstmeier, Member of the Board of Management of BMW AG, Human Resources and Real Estate.**

Philipp Demandt, director of the Städel Museum: "The Städel Museum and BMW are united by an aspiration: to inspire quality and people. Art plays a key role here – it inspires and motivates us to go further and dare to take new paths. To stand alongside our joint event series, STÄDEL INVITES, and a film series in which contemporary artists also present their works in relation to the Städel collection, the BMW iX1 designed by Marc Brandenburg is truly special. I am delighted by this partnership with BMW. We will achieve a great deal together in the coming years."

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 Munich,
Germany

Phone
FORMTEXT +49 89-
382-0

Internet
www.bmwgroup.com

Press information

Date 11 July 2023

Topic BMW announces new long-term partnership with the Städel Museum.

Page 2

The **STÄDEL INVITES** series started in October 2022 with German-British artist **Michael Müller**, with ["The Given Day.Castor & Polydeuces"](#). For **Philipp Fürhofer**, in May 2023 visitors gained interesting insights into his exhibition ["Phantom Islands"](#), which run at the Städel Museum in Frankfurt until November 5. As part of the evening event to open his exhibition, visitors were able to dive into the contemporary art collection and find out more about exciting connections with the artist's work. On December 1, the [exhibition with works by Miron Schmückle](#) opens, which will be the focus of the third STÄDEL INVITES.

In the [video series "Was bewegt \(...\)?"](#), the respective artists from STÄDEL INVITES will give insights into the ideas and creation of their works, their artistic practice and make exciting references to artworks in the Städel Collection.

About Marc Brandenburg

Marc Brandenburg lives and works in Berlin. He was born there 1965 and spent the majority of his childhood between 1968 and 1977 in the USA, before he and his family returned to West Berlin in 1977. As a young adult, he came into contact with the Berlin club scene of the 1980s at an early stage, working as a bouncer, until teaching himself – and ultimately dedicating himself to – fashion and its design at the end of the 1980s, before moving into fine art at the end of the 1990s. Drawing is at the heart of Marc Brandenburg's artistic creation.

BMW Group partnerships in the area of fine art

BMW Group supports leading museums, art fairs and platforms all over the world. Alongside the Art Basel in Basel, Miami Beach and Hong Kong, BMW collaborates with, among others, the Frieze art fair in London, New York and Los Angeles, as well as the Kochi-Muziris Biennale in India and the Gallery Weekend Berlin.

In the German museum landscape, BMW Group is connected, by means of a long-standing partnership, with the Museum der bildenden Künste Leipzig (MdbK). As part of the new opening of the BMW plant in Leipzig, the photo collection "AutoWerke" – with works by artists including Thomas Demand, Thomas Struth, Candida Höfer and Rineke Dijkstra – was gifted to the city's Museum of Fine Arts in 2005. The BMW Leipzig branch and BMW Group have regularly supported the museum with purchases and exhibitions since then.

In addition, BMW supports the "Premio BMW de Pintura" in Spain and the Berlin National Gallery prize; both are targeted at promoting young art. The Academy of Fine Arts Munich is supported with an exhibition space in which students independently curate their works and installations.

Press information

Date 11 July 2023

Topic BMW announces new long-term partnership with the Städel Museum.

Page 3

BMW iX1 xDrive30: power consumption combined in kWh/100km: - (NEFZ), 18,4 – 17,3 (WLTP); CO2-Emissions: 0 g/km (NEFZ), 0 g/km (WLTP)*, Electric range (WLTP)* in km: 413 – 438. * All figures are preliminary values.

If you have any questions, please contact:

Corporate Communications

Céline Cettier
BMW Group Corporate and Governmental Affairs
Telephone: +49 151 601 38201
Email: celine.cettier@bmw.de

www.press.bmwgroup.com/global
Email: presse@bmw.de

Franziska von Plocki
Städel Museum
Deputy Head of Press and Online Communication
Telephone: +49 151 59925 041
Email: plocki@staedelmuseum.de
www.staedelmuseum.de

About the Städel Museum

Established as a civic foundation in 1815 by the banker and businessman Johann Friedrich Städel, the Städel Museum ranks as Germany's oldest museum foundation. Under a single roof, its collection offers a virtually complete survey of seven hundred years of European art from the early fourteenth century to the present, with focuses on the Renaissance, the Baroque, early Modern art and much more. The holdings encompass altogether 3,100 paintings, 660 sculptures, more than 5,000 photographs and more than 100,000 drawings and prints. Works by such artists as Lucas Cranach, Albrecht Dürer, Sandro Botticelli, Rembrandt van Rijn, Jan Vermeer, Maria Sibylla Merian, Claude Monet, Pablo Picasso, Max Beckmann, Lotte Laserstein, Francis Bacon, Gerhard Richter, Wolfgang Tillmans and Corinne Wasmuht form the highlights.

[About the Städel Museum | Städel Museum \(staedelmuseum.de\)](http://www.staedelmuseum.de)

BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
BMW Art Cars Berlin Biennale Ólafur Eliasson Art Basel Max Hooper Schneider
BMW Art Journey **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu
Zaha Hadid Les Rencontres d'Arles Jeff Koons Acute Art Tate Modern **LONGEVITY** Artsy
BMW Open Work by Frieze **PARTNERSHIP** Andy Warhol BMW Guggenheim Lab Lu Yang
Samson Young Bavarian State Opera BMW Welt Jazz Award **CREATIVE FREEDOM** Tefaf
INTERACTION State Academic Bolshoi Theatre of Russia Kyotographie Premio de Pintura
Garage Museum of Contemporary Art Paris Photo **SUSTAINABILITY** Leelee Chan Art Dubai
Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

Press information

Date 11 July 2023

Topic BMW announces new long-term partnership with the Städel Museum.

Page 4

Why Culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, even unsettling sometimes. As corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been involved in hundreds of cultural initiatives worldwide for over half a century, both in the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and as essential for groundbreaking works as it is for major innovations within a business enterprise like ours.

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

Facebook: <https://www.facebook.com/BMW-Group-Culture>

Instagram: <https://www.instagram.com/bmwgroupculture/>

@BMWGroupCulture

#BMWGroupCulture

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://youtube.com/BMWGroup>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>