

Media Information
May 11, 2015

BMW Group partner of Frieze New York **Sound installation Frieze Sounds and BMW's contribution to the fair's events**

New York/Munich. BMW Group will be partner of the fourth edition of Frieze New York, one of the most important fairs of contemporary art worldwide, held on Randall's Island from May 14 to 17, 2015. Since its launch in 2012, BMW Group has been supporting the fair which regularly presents over 190 leading international galleries. This year's edition was curated by Adriano Pedrosa. In addition to the VIP shuttle service, the company's support includes a varied and substantial contribution to the fair's scheduled events.

Once again, Frieze New York and BMW will present the sound project Frieze Sounds, which will be made available in the BMW 7 limousines of the VIP shuttle service throughout the duration of the fair as well as via a sound station located on the premises and online at www.friezeprojectsny.org. Composed especially for this event, the three sound installations were created by artists Alicja Kwade, Xaviera Simmons und Sergei Tcherepnin. Now in its fourth year, Frieze Sounds was once again curated by Cecilia Alemani.

"The cocoon of a luxurious BMW 7 Series is an ideal atmosphere to enjoy the BMW Frieze Sounds pieces," said Ludwig Willisch, President and CEO of BMW of North America. "Showcasing these works of art in the VIP shuttles is a creative way to extend the Art Fair experience." BMW has been a long-standing partner of Frieze London since 2004 and has continuously supported the art fair with a VIP shuttle service. In 2012, the partnership was extended to include Frieze New York.

As part of the fair's programmed events, the BMW Art Talk will take place on May 12 at Soho House New York. Together with architect David Adjaye, journalist Lindsay Pollock, editor-in-chief of Art in America, will be debating current issues of the art world in front of a select audience in the Screening Room.

On May 14, BMW will also host a VIP breakfast at Surrey Hotel. In front of an audience of VIP guests, exhibiting artist Mark Boomershine will talk about fashion, art and contemporary icons with ballet dancer Wendy Whelen.

For more than a decade, BMW has been an active partner of renowned international art fairs including Frieze NY and London, Art Basel Hong Kong, Miami and Basel, Berlin Gallery Weekend and TEFAF Maastricht.

About 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 its cultural activities – as this initiative is as essential for producing 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

For further questions please contact:



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Subject **BMW Group partner of Frieze New York**

Page 2

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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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