



ADG AWARDS SIGNS BMW AS TITLE SPONSOR OF 17TH ANNUAL ART DIRECTORS GUILD EXCELLENCE IN PRODUCTION DESIGN AWARDS, FEB. 2

LOS ANGELES, Oct. 3 -- The Art Directors Guild (ADG) has signed BMW as the exclusive title sponsor of its upcoming 2013 ADG 17th Annual Excellence in Production Design Awards Presented by BMW, it was announced today by Thomas A. Walsh, ADG President and Awards Producers Greg Grande and Raf Lydon.

In addition to naming rights, the agreement entitles BMW to have a major presence at the event. The Guild's coveted honorary Lifetime Achievement Award, and event name, will be identified this year as "presented by" BMW". DesignworksUSA, a subsidiary of the BMW Group, will design the "Lifetime Achievement Award.

BMW will integrate its products into the February 2, 2013 awards ceremony at the Beverly Hilton Hotel, by transporting presenters, displaying automobiles on-site and revealing a clip of BMW in film. Table and media sponsorships of the ADG Awards will continue as in the past.

"The ADG is honored and delighted to align with the prestigious brand of BMW. Our Guild and their company share a passion for design which makes them a perfect partner for our awards" said Walsh.

The ADG Lifetime Achievement Award Presented by BMW, recognizes a production designer for their body of work, and will be announced in the near future. Past recipients of Lifetime Achievement are Production Designers Sir Ken Adam, Robert Boyle, Albert Brenner, Henry Bumstead, Roy Christopher, Stuart Craig, William J. Creber, John Mansbridge, Terence Marsh, Harold Michelson, Jan Scott, Richard Sylbert, Dean Tavoularis and Tony Walton.

Nominations for this year's ADG Awards will be announced on January 3, 2013. The ADG will present winners in nine competitive categories for theatrical films, television productions, commercials and music videos on February 2, 2013. In addition, honorary awards for new Hall of Fame inductees and a recipient for Cinematic Imagery will be announced in the near future. Comedienne Paula Poundstone will host this year's show for the third consecutive year.

ADG Awards are open only to productions, when made within the U.S., by producers signatory to the IATSE agreement. Foreign entries are acceptable without restrictions.

Media sponsors are *The Hollywood Reporter*, *Daily Variety*, and *Shoot*.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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About the Art Directors Guild:

The Art Directors Guild (IATSE Local 800) represents nearly 2,000 members who work throughout the United States, Canada and the rest of the world in film, television and theater as Production Designers, Art Directors, and Assistant Art Directors; Scenic, Title and Graphic Artists; Illustrators and Matte Artists; and Set Designers and Model Makers. Established in 1937, ADG's ongoing activities include a Film Society; an annual Awards Banquet, a creative/technology community (5D: The Future of Immersive Design) and Membership Directory; a bimonthly craft magazine (Perspective); and extensive technology-training programs, creative workshops and craft and art exhibitions. The Guild's Online Directory/Website Resource is at www.adg.org. Follow ADG on Twitter:

[@ADG800](https://twitter.com/ADG800)

PRESS CONTACTS:

Weissman Markovitz Communications

Lindajo Loftus, Cheri Warner

Tel: 818.760.8995, Fax: 818.760.4847

Lindajo@publicity4all.com, Cheri@publicity4all.com