
Media information

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This is what the future sounds like: Volkswagen conducts the "Art x Tech" Panel in Beijing

- Joint event with the Elette and Herbert von Karajan Institute and Deutsche Grammophon focusing on music, artificial intelligence and the future of mobility
- Renowned violinist Daniel Hope, author and futurologist Holger Volland and the digital pioneer Vladimir Viro, will discuss the cultural challenges of emerging technologies and the implementation of artificial intelligence in how music can be appreciated in autonomous vehicles
- Launch of the classical music club concert series "Yellow Lounge" in Asia, supported by Volkswagen

Beijing/Wolfsburg, September 13, 2018 – Well-known experts from the worlds of music, science and technology have come together today on the invitation of Volkswagen Group China at the "Art x Tech" Panel to discuss music, artificial intelligence and the future of mobility. A series of panel discussions will explore questions such as how new interactive encounters with music will affect future mobility in fully autonomous vehicles. As part of the program, potential applications will demonstrate how cultural experiences in a progressively technology-driven environment can be optimized and enriched.



„Art x Tech“ Panel in Beijing, f.l.t.r.: Clemens Trautmann (President of Deutsche Grammophon), Daniel Hope, Prof. Dr. Jochem Heizmann (Member of the Board of Management of Volkswagen Aktiengesellschaft as well as President and CEO of Volkswagen Group China), Matthias Röder (Managing director of the Elette and Herbert von Karajan Institute), Peter Gregson



„Art x Tech“ Panel: discussion of the experts, f.l.t.r.: Daniel Hope, Nick NM Yap (Founder Volareo), Tim Renner (Founder MOTOR Music), Peter Ortlieb (Head of Design of Volkswagen Group Future Center Asia), Holger Volland (Vice President and Member of the Executive Board, Frankfurt Book fair), Matthias Röder (Managing Director of the Elette and Herbert von Karajan Institute)

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The chosen venue are the rooms of Volkswagen Group China in Peking, where the acclaimed musician Daniel Hope and the author Holger Volland will address the significance of art and culture in an ever-more technology-driven world.

Music producer, journalist and author Tim Renner, Vladimir Viro as the developer of *Peachnote*, the search engine for classical music, the visionary Matthias Röder and numerous other digital pioneers will also be talking about how music is received and appreciated based on the latest technical and scientific research.

Prof. Dr. Jochem Heizmann, Member of the Board of Management of Volkswagen Aktiengesellschaft as well as President and CEO of Volkswagen Group China comments:

"Creativity drives people forward - in their minds and on the streets. Autonomous driving and artificial intelligence will play a central role for Volkswagen in the world beyond tomorrow. We are focusing on the demands of our customers in all key areas where the future of mobility will be decided - also regarding entertainment on board. The future is not only about cars. The future is about quality of life."

Peter Ortlieb, Head of Design at Volkswagen Group Future Center Asia: "The future of autonomous driving will not just produce generic pods on wheels, but also highly emotional, beautifully designed mobile sculptures. Through artificial intelligence, these mobile pieces of art will turn into partners for life - I call this the humanization of vehicles."

"Creativity plays an ever-greater role in our society, since repetitive or reactive activities are increasingly taken over by algorithms and machines. This gives people crucial space for creative activities. Here, music can offer fascinating inspiration and can be seen as the ideal playground. We want to talk about the profound role of music in our lives and to reflect on the future development of music", says Matthias Röder, Managing Director of the Eliette and Herbert von Karajan Institute, which organized the Panel in partnership with Volkswagen.

The discussion will also take up threads of the second Karajan Music Tech Conference, which took place in March of this year during the Salzburg Easter Festival and was supported by Volkswagen Group.

Following the Panel, the first Yellow Lounge Club Concert will take place in Beijing. Supported by Volkswagen Group China, Daniel Hope, Wang Tao and the Zurich Chamber Orchestra will present a novel way of experiencing classical music. The Yellow Lounge concert series was founded by Deutsche Grammophon, which, is celebrating its 120th anniversary this year. In honor of the milestone, "Yellow Lounge" concerts will be held for the first time at five different venues in Asia, specifically in clubs, offering an unusual setting for the encounter between audience and classical music. Along with the concert in China's capital, the series will also be hosted in South Korea's Seoul and in Hong Kong. Stars of the classical world such as Hélène Grimaud, Daniel Trifonov, and Seong-Jin Cho will be presenting their art to a young audience in the local club scene. The concerts will be supported by Volkswagen Group within their broad commitment to cultural initiatives and programs and to furthering cross-cultural exchange.

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Volkswagen's role as host to the "Art & Tech" Panel and supporter of the Yellow Lounge concerts is part of the corporation's global commitment to enhance art and culture in society. Volkswagen Group supports the work of cultural institutions and their players in numerous places, so that the general public can participate in implementation of creative, cutting-edge ideas, opening up new aspects for cultural education, progress and underpinning values.

Photos from the Panel and the Yellow Lounge concert will be made available under:

<https://transfer.rethink.berlin/data/public/b28d7d>

Facebook: <https://www.facebook.com/vwgroupculture/>

Instagram: https://www.instagram.com/volkswagengroup_culture/



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About the Volkswagen Group:

The Volkswagen Group, with its headquarters in Wolfsburg, is one of the world's leading automobile manufacturers and the largest carmaker in Europe. The Group comprises twelve brands from seven European countries: Volkswagen Passenger Cars, Audi, SEAT, ŠKODA, Bentley, Bugatti, Lamborghini, Porsche, Ducati, Volkswagen Commercial Vehicles, Scania and MAN. The passenger car portfolio ranges from small cars all the way to luxury-class vehicles. Ducati offers motorcycles. In the light and heavy commercial vehicles sector, the products include ranges from pick-ups, buses and heavy trucks. Every weekday, 642,292 employees around the globe produce on average 44,170 vehicles, are involved in vehicle-related services or work in other areas of business. The Volkswagen Group sells its vehicles in 153 countries.

In 2017, the total number of vehicles supplied to customers by the Group globally was 10,741 million (2016: 10,297 million). The passenger car global market share was 12.1 per cent. In Western Europe 22.0 per cent of all new passenger cars come from the Volkswagen Group. Group sales revenue in 2017 totalled €231 billion (2016: €217 billion). Earnings after tax in 2017 amounted to €11.6 billion (2016: €5.4 billion).