



FROM THE IDEA TO THE PERFECT EXPERIENCE.

YOUR EVENT AT BMW WELT.

bmw-welt.com

booking@bmw.com

+49 (0)89 – 12 50 16 029

[Enquire now](#)

BMW WELT. FLOOR PLAN.

BMW Welt Brand spaces Event spaces



ONLY THE BEST FOR YOU.

Our exclusive venues for your perfect event. We organise ultra-modern events set within the iconic architecture of BMW Welt. We provide cutting-edge show and streaming technology to support your creative vision. Our exceptional Kaefer catering service completes the all-inclusive event package. Keep browsing to explore our offerings for every type of event.



PRODUCE WORLD-CLASS SHOWS.

With our cutting-edge event and stage technology.

CREATE ROOM FOR MORE.

Locations for events with up to 3,500 people.

EXPERIENCE IMMERSIVE ARCHITECTURE.

In a unique futuristic ambience.

INSPIRE MILLIONS WITH SHARED PASSION.

Hybrid event technology for all locations.

STREAM IN HIGH RESOLUTION.

Brought to life in film studio quality by Gahrens + Battermann.

IMPLEMENT YOUR IDEAS.

Seamless communication with complete support and centralised coordination.

CREATE LASTING MEMORIES.

VIP tours and expert talks for your perfect supporting programme.

PARKING DIRECTLY AT THE EVENT.

In-house underground car park. Arrive safe and dry to your event.

COME TOGETHER SAFELY.

Enhanced air quality with advanced filtration technology.

ENJOY WITH ALL YOUR SENSES.

With the Kaefer catering service.



Kaefer

THE WAY TO YOUR EVENT.

IN JUST THREE STEPS.



1. LOCATION.

The right space for every occasion.

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2. CATERING.

Event Catering by Kaefer – something to suit every taste.

22



3. SPECIALS.

From streaming services to the supporting programme – discover our other services.

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Guided tours and activities	28

AUDITORIUM.



Max. 650 people



945 m² (event hall)



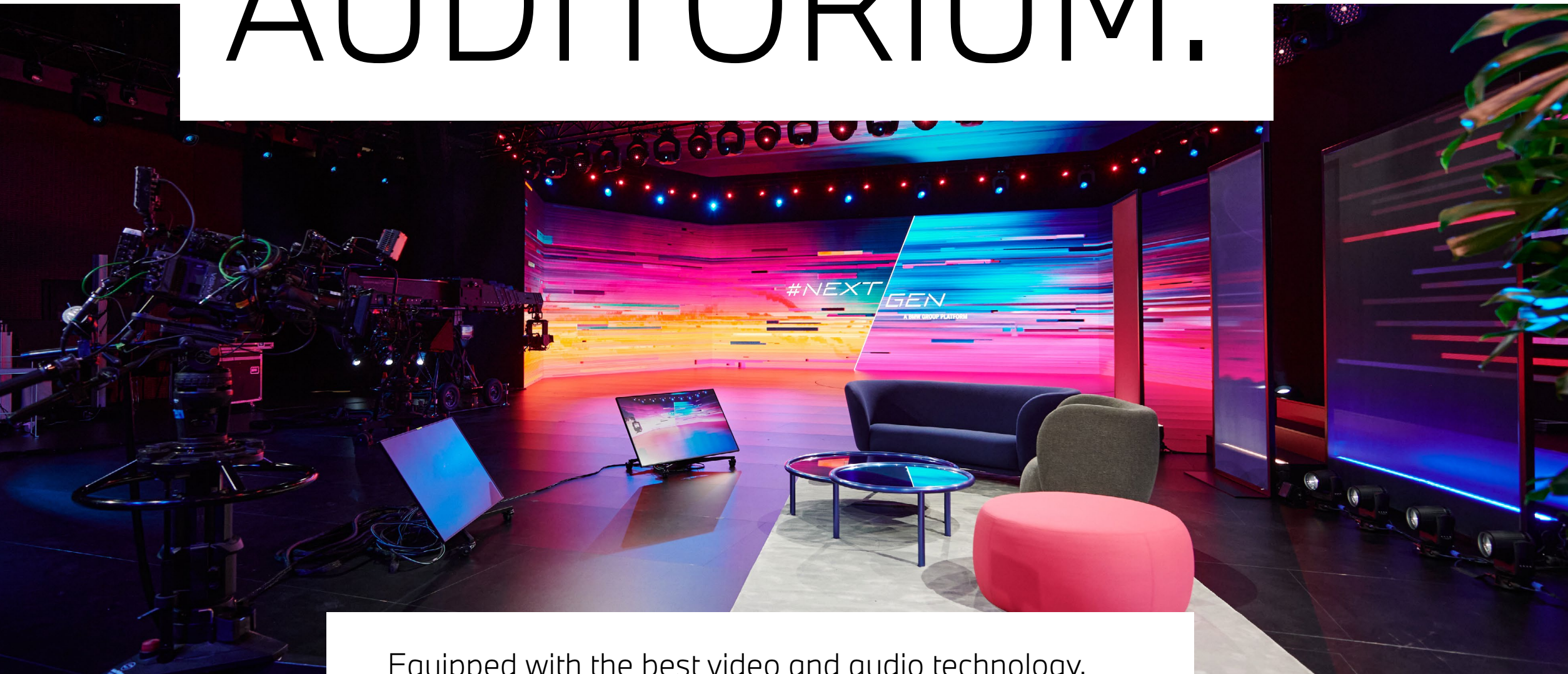
From €40,000
Total costs

A FLEXIBLE AND AMAZING SPACE.

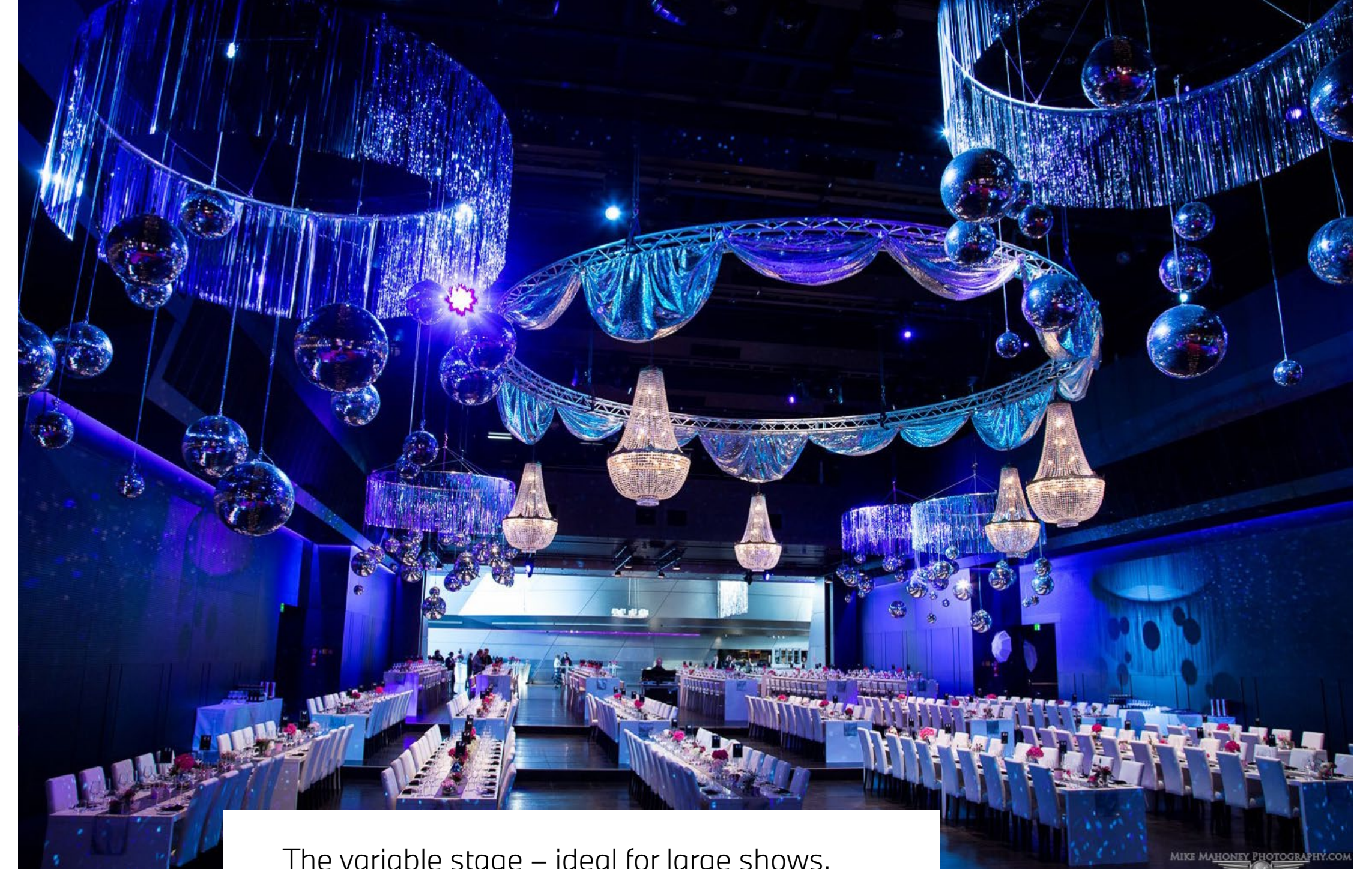
No venue is as adaptable as the auditorium. From large shows to hybrid congresses to gala dinners, the adjustable stage and high-end multimedia technology leave nothing to be desired. The adjoining foyer is also available for atmospheric receptions or as a venue for catering. Your location for large shows, hybrid or digital events, and congresses.



AUDITORIUM.



Equipped with the best video and audio technology.



The variable stage – ideal for large shows.

HIGHLIGHTS.

Unique in Europe: the height-adjustable floor, which can be moved gradually to different levels. This allows you to design the layout of the auditorium entirely according to your ideas. Our professional audio, lighting, and video systems are always ready for large shows, concerts, and 4K projections.

[Equipment details](#)

[Enquire now](#)



Customised staging with our lighting technology.

DOUBLE CONE.



Max. 700
people



430 m² (groundfloor)
370 m² (underground level)



From €30,000
Total costs

SPECTACULAR EVENT SCENE.

This is where award-winning architecture meets state-of-the-art event technology. The sleek design of the Double Cone provides highly-modern and flexible infrastructure for large events, catering, and streaming. Create unforgettable moments in one of Munich's most iconic landmarks. The perfect venue for spectacular TV productions, exclusive gala receptions with VIP access, and sophisticated art exhibitions.



DOUBLE CONE.



The award-winning glass construction creates exciting lighting effects.



The LED surface along the spindle is a striking feature.

HIGHLIGHTS.

Technology designed to inspire. In the Double Cone, you benefit from state-of-the-art media technology directly on site. Use the customisable LED wall behind the stage and the continuous LED wall on the spiral staircase to showcase captivating media content. The circular stage with integrated lighting, audio, and streaming technology ensures that each segment of your programme stands out. There is also a second level in the basement for separate catering.

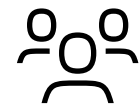
[Equipment details](#)

[Enquire now](#)



From the design icon to the world: with live streaming of your event.

BUSINESS CENTRE.



Max. 150 people



160 m² (Room 1)
120 m² (Room 2)



From €3,200
Total costs

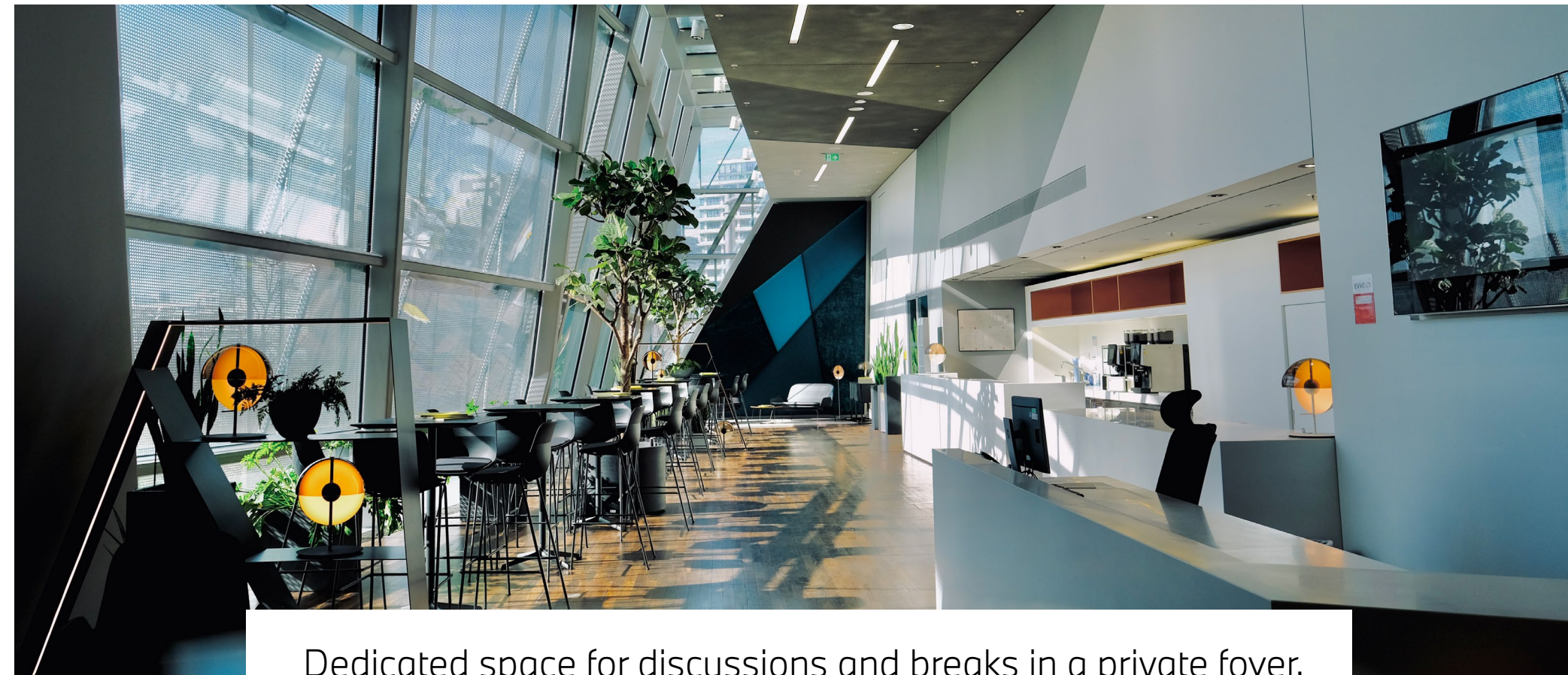
WHERE TECHNOLOGY MEETS BUSINESS.

The business centre offers outstanding functionality, flexibility, and a modern setting for meetings and events. You can choose between two meeting rooms, which can be divided into smaller rooms with flexible walls as required.

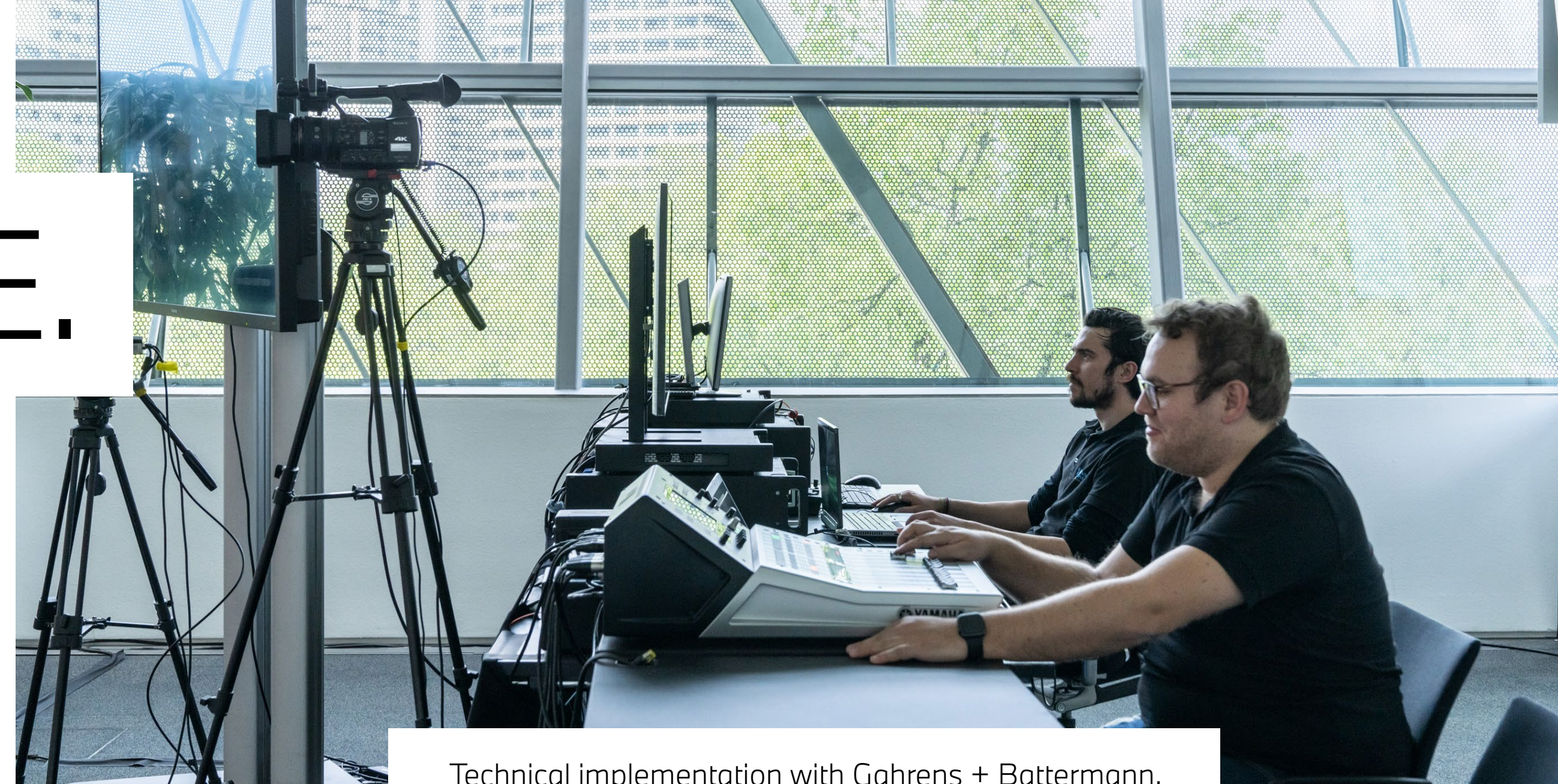
Fully equipped with the latest media and conference technology, this is your room for meetings and workshops.



BUSINESS CENTRE.



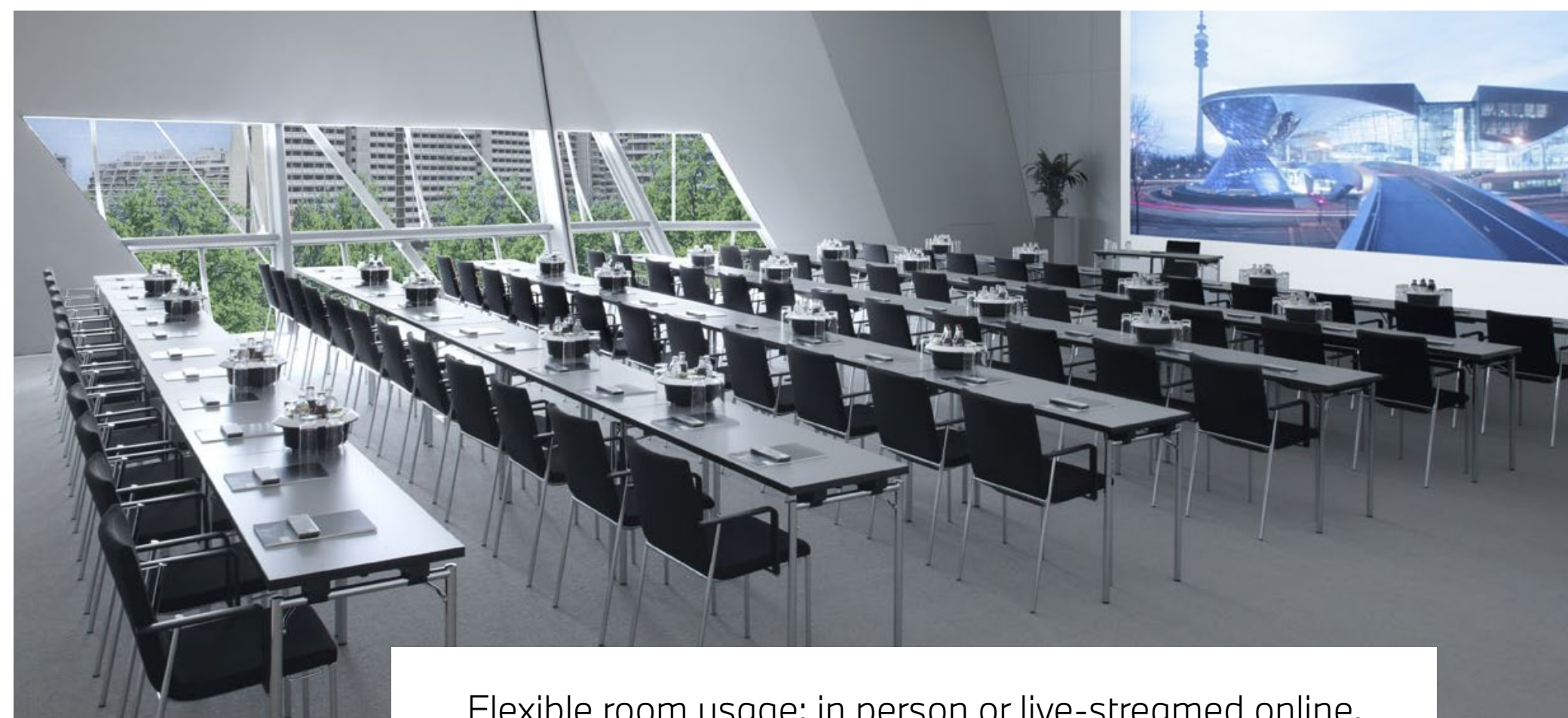
Dedicated space for discussions and breaks in a private foyer.



Technical implementation with Gahrens + Battermann.

HIGHLIGHTS.

The business centre offers maximum functionality. Mobile stage elements and variable furniture allow you to flexibly organise the day: from presentations in front of the plenum to intimate discussions. When booking Conference room 1, you have access to our indoor and outdoor terraces for catering. If you opt for Conference room 2, the foyer of the Business Centre is available for your breaks and catering.

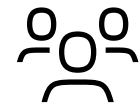


Flexible room usage: in person or live-streamed online.

[Equipment details](#)

[Enquire now](#)

TERRACES.



Max. 330 people



200 m² (indoor)
300 m² (outdoor)



From €8,000
Total costs

THE MOST BEAUTIFUL VIEWS.

The terraces are a highlight of our locations. The surfaces merge harmoniously with the surrounding architecture. Enjoy views of the car collection from the bright interior terraces or the Olympic Park from the outdoor terraces. The perfect place for events when there is something to celebrate.



TERRACES.



Atmospheric illumination of the outdoor terrace.

HIGHLIGHTS.

You can enjoy one of the most beautiful views in the city in both winter and summer. The indoor terrace is in no way inferior to the outdoor terrace: flooded with light and heated, it is suitable for events all year round. Both locations can be reached via the open staircase in the exhibition hall as well as with a lift.

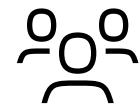
[Equipment details](#)

[Enquire now](#)

Ample room for creative development on the indoor terrace.



BUSINESS CLUB.



Max. 25 people



100 m²



From €2,500
Total costs

BIG BUSINESS IN A SMALL CIRCLE.

Important decisions are made on neutral ground. The exclusive Business Club creates a professional ambiance with its refined and elegant design. With a state-of-the-art conference table and cutting-edge technology, your path to a successful business meeting is assured. The ideal space for high-level meetings, contract signings, and intimate workshops.

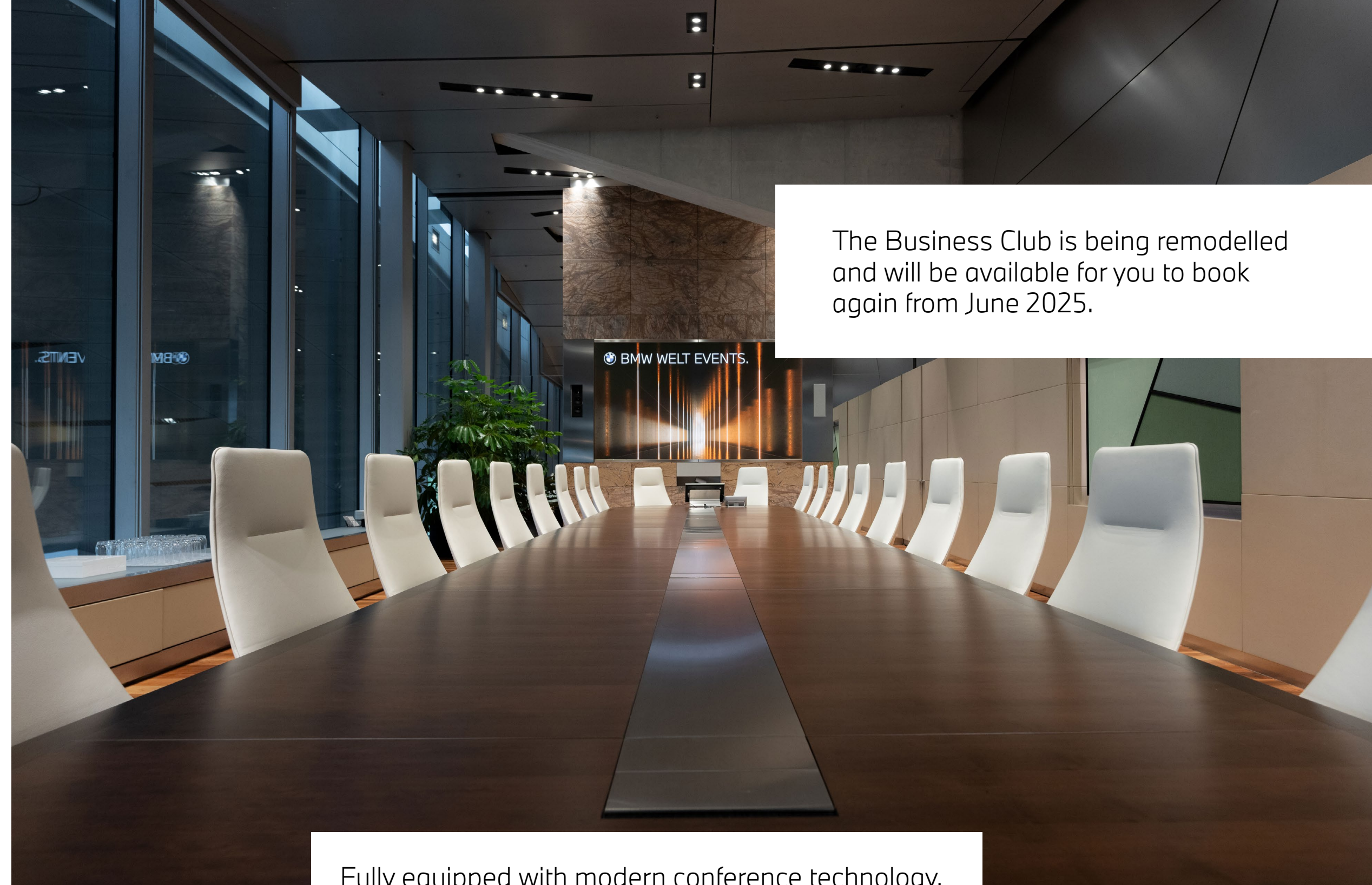


The Business Club is being remodelled and will be available for you to book again from June 2025.

BUSINESS CLUB.



High level of comfort for maximum focus on the essentials.



The Business Club is being remodelled and will be available for you to book again from June 2025.

Fully equipped with modern conference technology.

HIGHLIGHTS.

Functional equipment in a private setting. Use the Full HD LED wall for compelling presentations, conduct video and phone conferences, or relax in the integrated seating area for private discussions.

[Equipment details](#)

[Enquire now](#)

PREMIUM LOUNGE.



Max. 90 people



536 m²



From €8,000
Total costs

FOR SPECIAL OCCASIONS.

During the day, a place for happy owners of new BMWs and in the evening, an exclusive venue for private dinners and social events in a lounge atmosphere.

Stylishly and comfortably furnished, it can accommodate up to 90 people in a sophisticated ambience. The glazed walls of the lounge also provide an impressive view of BMW Welt and its sights.



PREMIUM LOUNGE.



Elegantly set for the signature menus of Kaefer.



Spacious yet cosy.

HIGHLIGHTS.

Would you like to savour a curated menu as you take in the panoramic views of Munich? You can experience this special setting in the Premium Lounge. With a view of the BMW Group plant and the BMW Group tower, this location offers the perfect infrastructure for catering by Kaefer. For unforgettable dinner events with a special flair.

[Equipment details](#)

[Enquire now](#)

BRAND SPACES.



100-300 people



125-410 m²



From €2,500
Total costs

AT THE HEART OF OUR BRANDS.

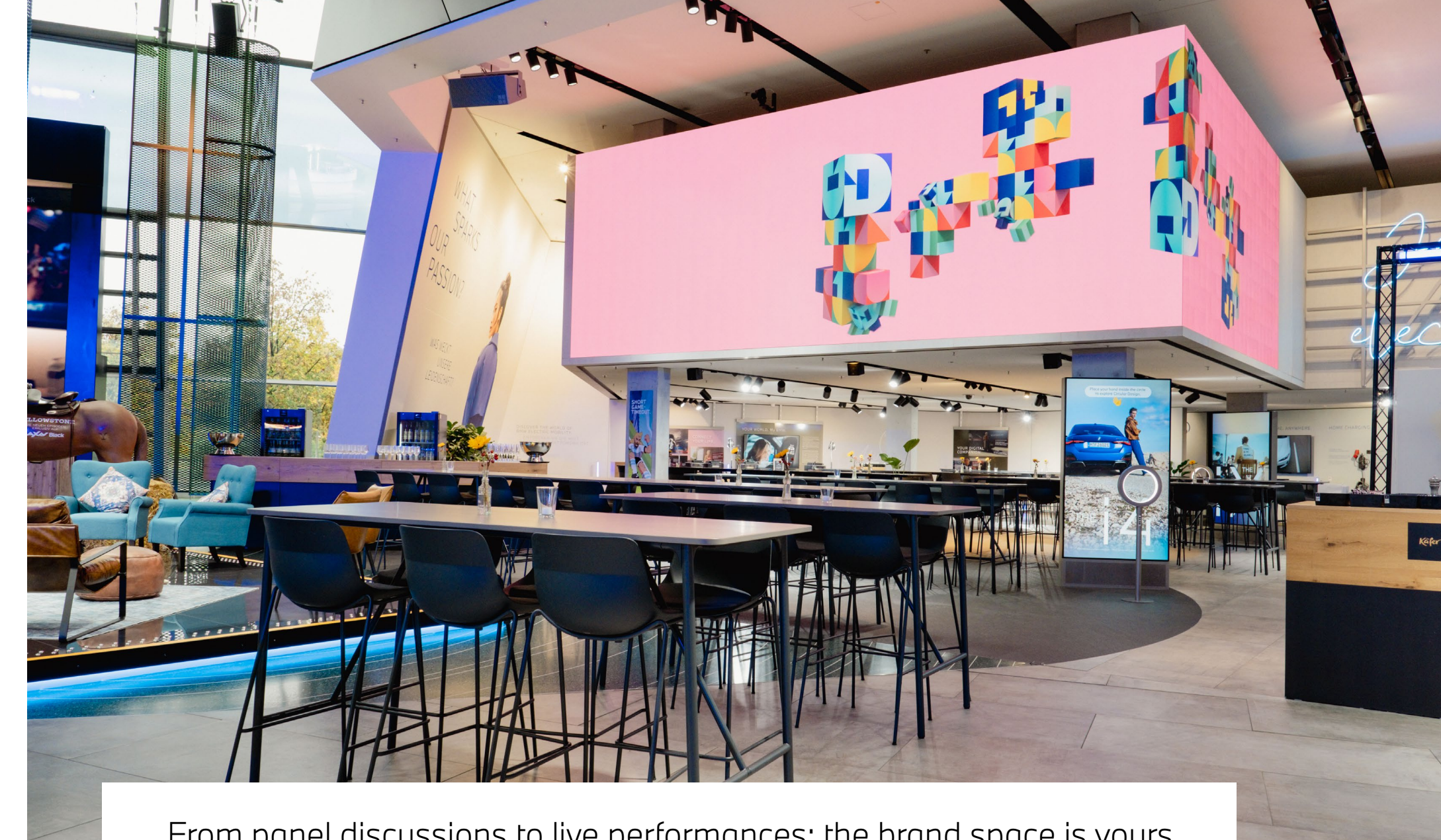
Pure fascination. Our four brand spaces share one motto: enthusiasm for mobility. Celebrate in style among Rolls-Royce, MINI, and BMW M exhibition vehicles, or enjoy a unique experience in our BMW i area. This special atmosphere will amaze your guests. The ideal venue for cocktail receptions, social gatherings, or exclusive art exhibitions.



BRAND SPACES.



Exclusive insights into the MINI brand.

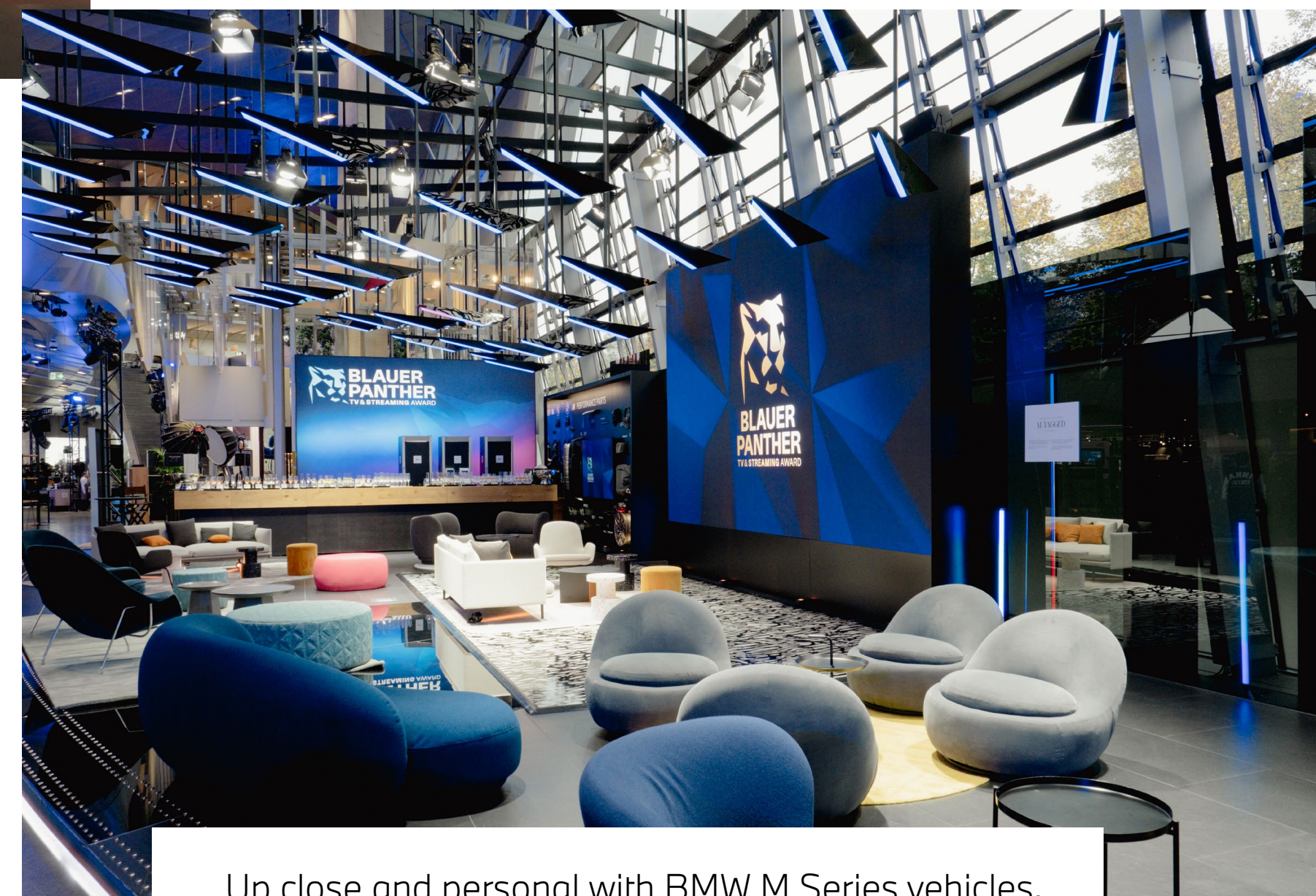


From panel discussions to live performances: the brand space is yours.

HIGHLIGHTS.

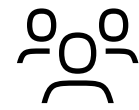
Leverage our diverse brand spaces to seamlessly align with the theme of your event. Are you looking for a luxurious and one-of-a-kind setting? The Rolls-Royce spaces offer a luxurious setting for your event. Do innovation and sustainability take centre stage? If so, the BMW i area is your ideal location. We also offer exciting presentations with exclusive insights into the BMW Group from a BMW expert.

[Enquire now](#)



Up close and personal with BMW M Series vehicles.

THE CAMPUS.



Max. 40 people



60 m² (East)
77 m² (West)



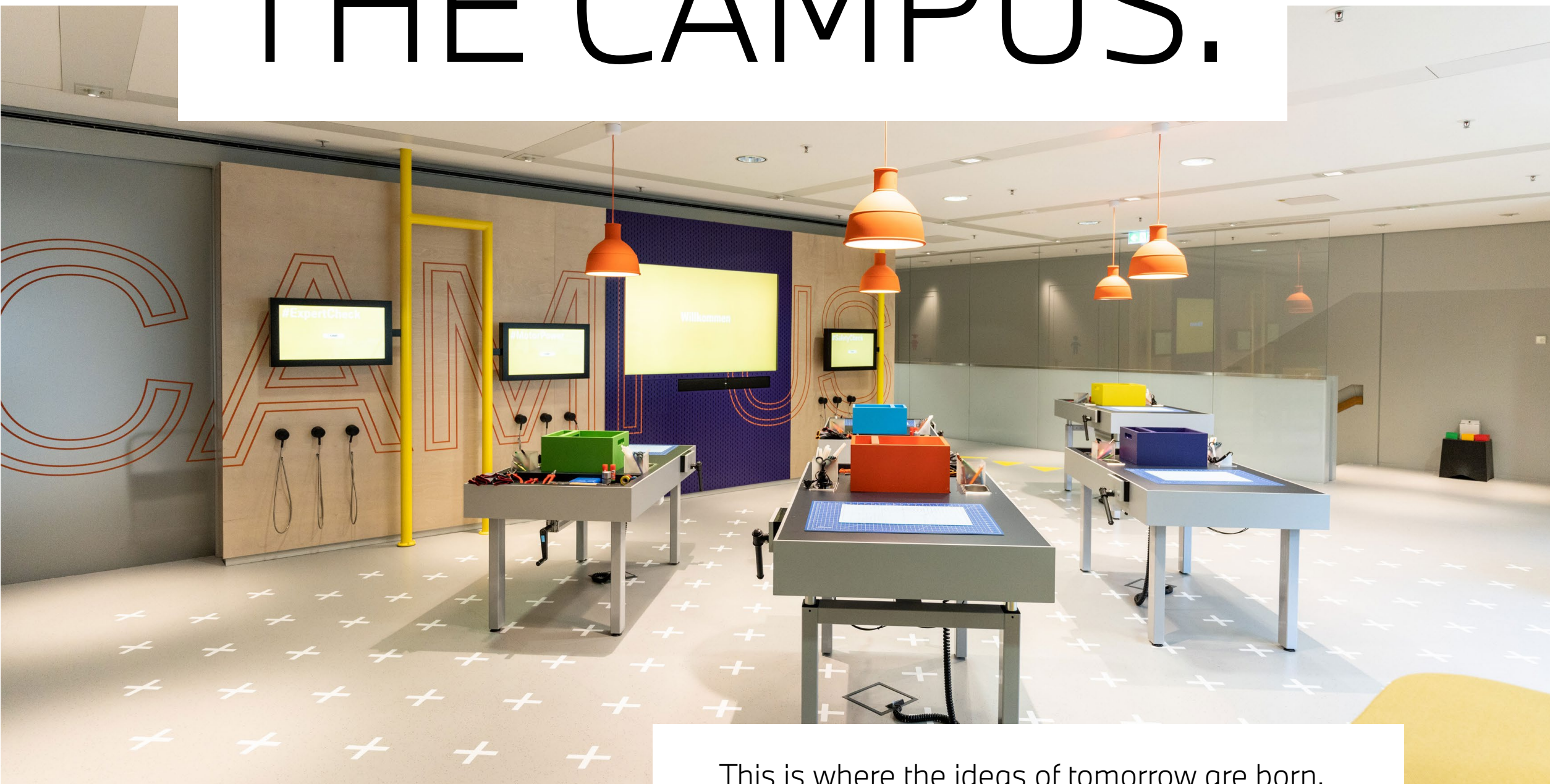
From €3,000
Total costs

ROOM FOR CREATIVITY.

The inspiring environment of The Campus offers the ideal conditions for the creative exchange of innovative ideas. Both the East and West campuses can accommodate 40 people in row seating. Amidst analogue and digital exhibits from our "City and Mobility of the Future" exhibition, this venue is perfect for workshops, presentations, and conferences.

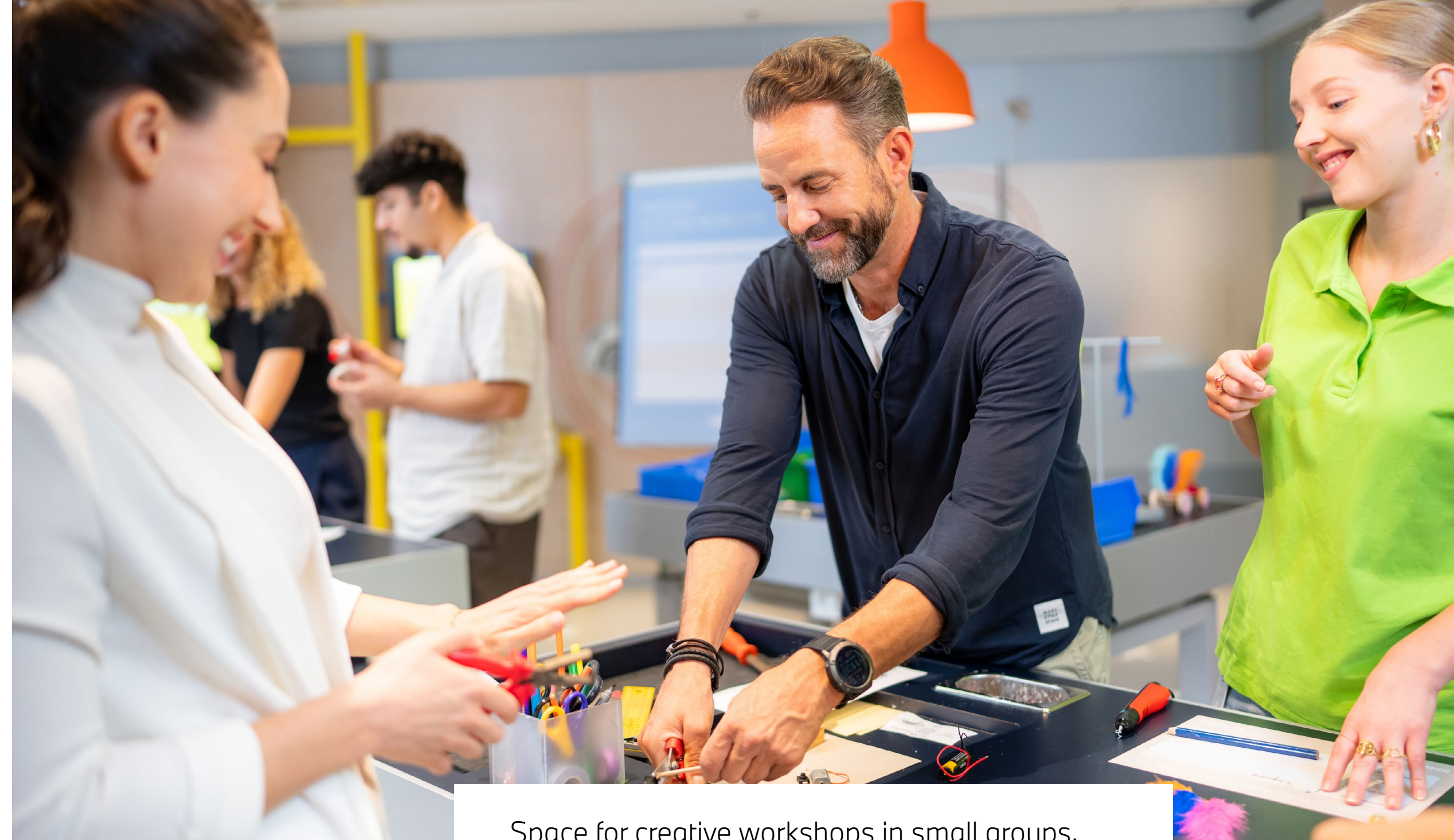
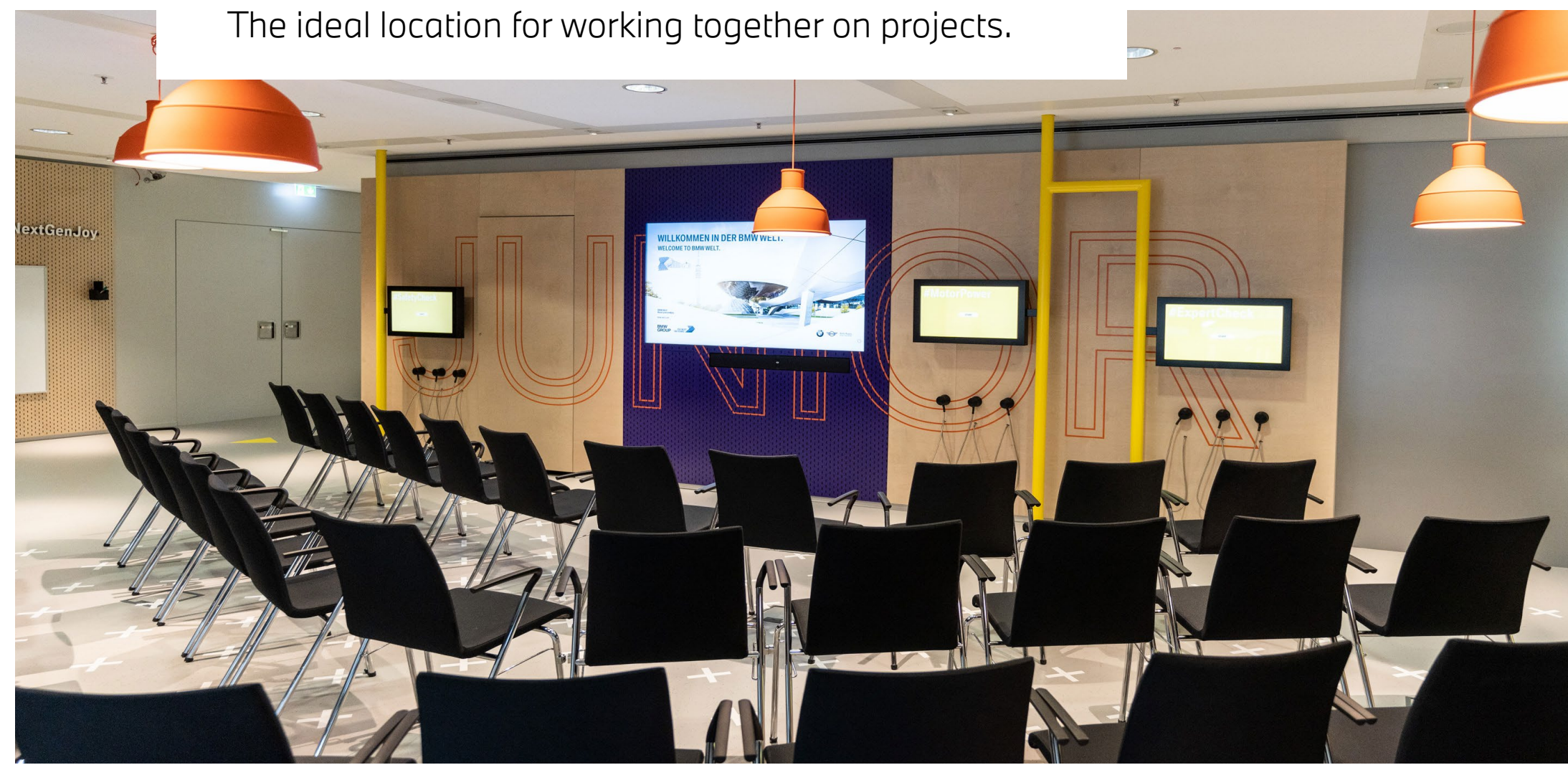


THE CAMPUS.



This is where the ideas of tomorrow are born.

The ideal location for working together on projects.



Space for creative workshops in small groups.

HIGHLIGHTS.

A highlight of The Campus is its dedicated workshop space. Here, teams can explore topics such as 3D printing, programming, and sustainability an collaborate to brainstorm and develop fresh ideas. The focus is on self-expression and shared experiences.

[Equipment details](#)

[Enquire now](#)

WORKSHOPS FOR ADULTS.



Interactive team building – with a challenge centred around the circular economy.

GROW TOGETHER SUSTAINABLY.

In addition to the workshops for children, there is a wide range of workshops for adults – for example as a special experience for your next team event. Exciting challenges dealing with sustainability and mobility await you in a fascinating atmosphere. Together you can strengthen team spirit with creativity and fun.

CATERING SERVICES.

Our partner for fine food and catering:

Käfer



Menu



Buffet | live cooking station



Flying cocktail



Finger food

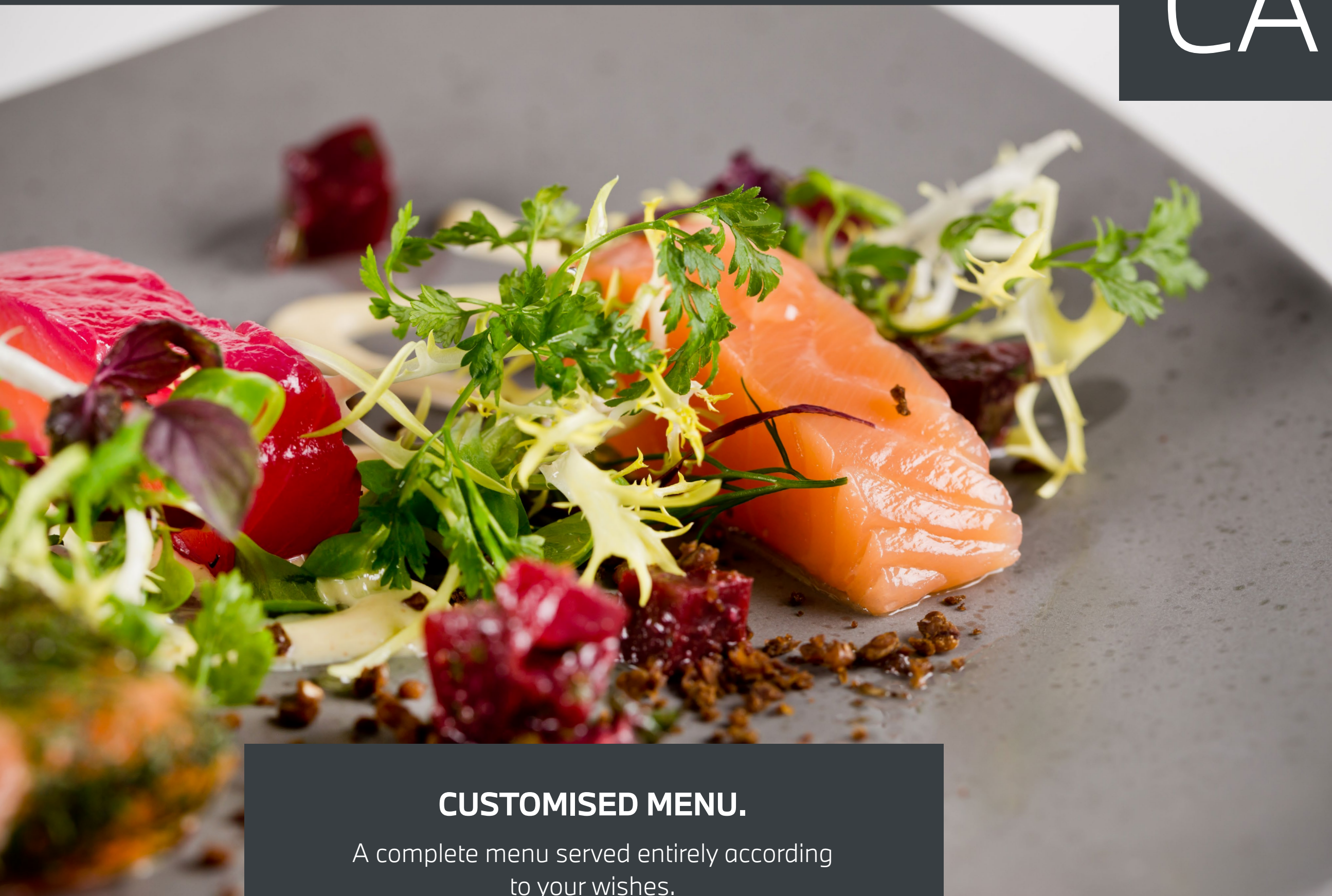


Coffee break snacks

CULINARY DELIGHTS FOR EVERY TASTE.

This is where passion for cooking meets fine foods. Käfer will delight your guests with a wide range of culinary delights. Select from a range of cocktails, wines, and soft drinks to complement your meal, or opt for a bespoke recommendation tailored to your menu. Käfer ensures a smooth event – from tableware and furniture to perfectly coordinated service.

CATERING SERVICES.



CUSTOMISED MENU.

A complete menu served entirely according to your wishes.



Vegetarian and
vegan



Fish



Meat



BUFFET | LIVE COOKING STATION.

Prepared fresh and to a high standard in front of your guests.



Vegetarian and
vegan



Fish



Meat

CATERING SERVICES.



FLYING COCKTAIL.

A complete menu served in small portions – perfect for eating standing up.



Vegetarian and
vegan



Fish



Meat



FINGER FOOD.

Delicious appetisers in a small format – ideal for receptions.



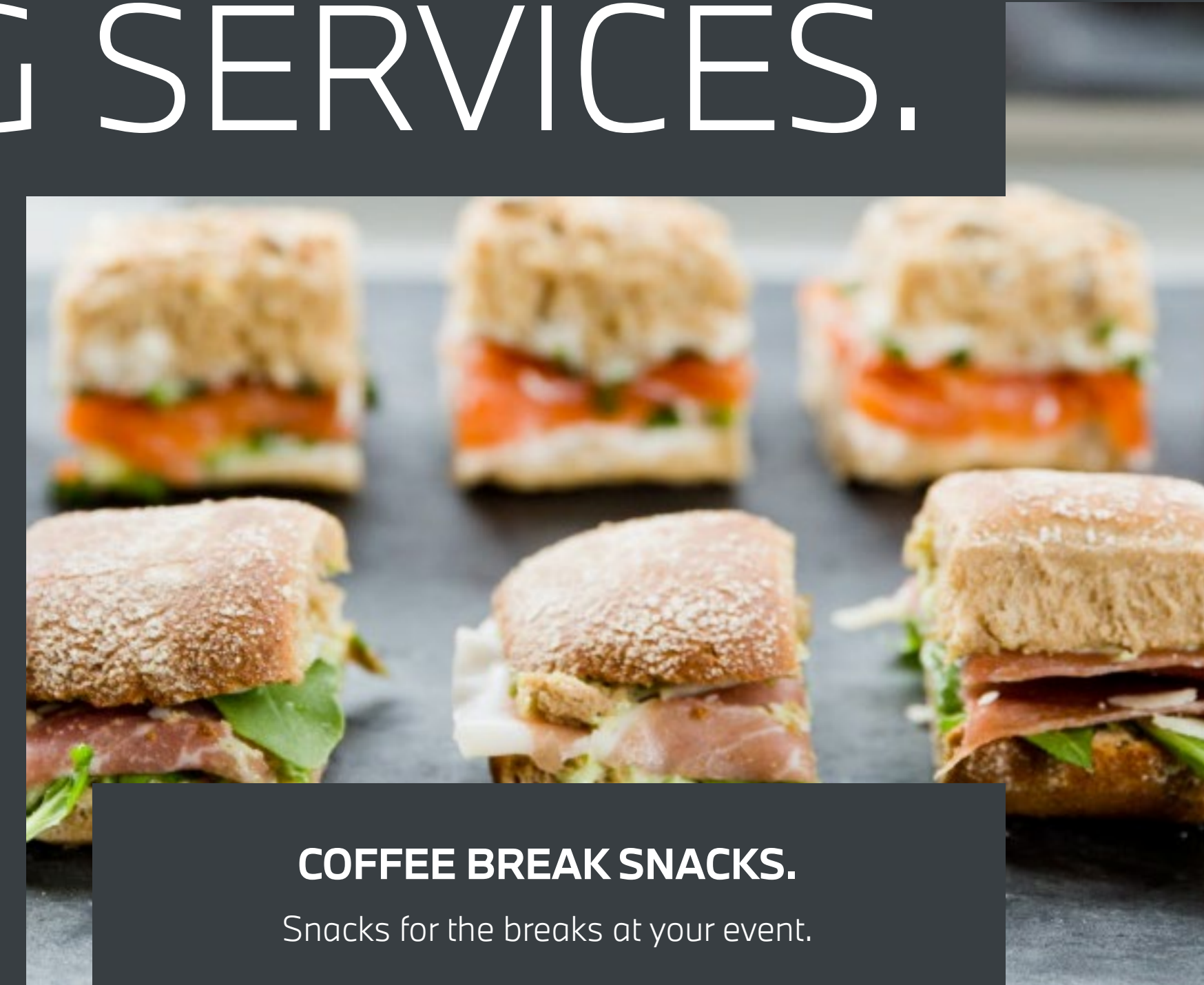
Vegetarian and
vegan



Fish



Meat



COFFEE BREAK SNACKS.

Snacks for the breaks at your event.



Savoury



Sweet

If you have any questions about our catering offerings, please contact us by telephone for individual advice:

+49 (0) 89 – 3589918-20

[Enquire now](#)

STREAMING SERVICES.

Our partner for streaming technology:



Live streaming



Interactive tools



TV quality



App/
platform

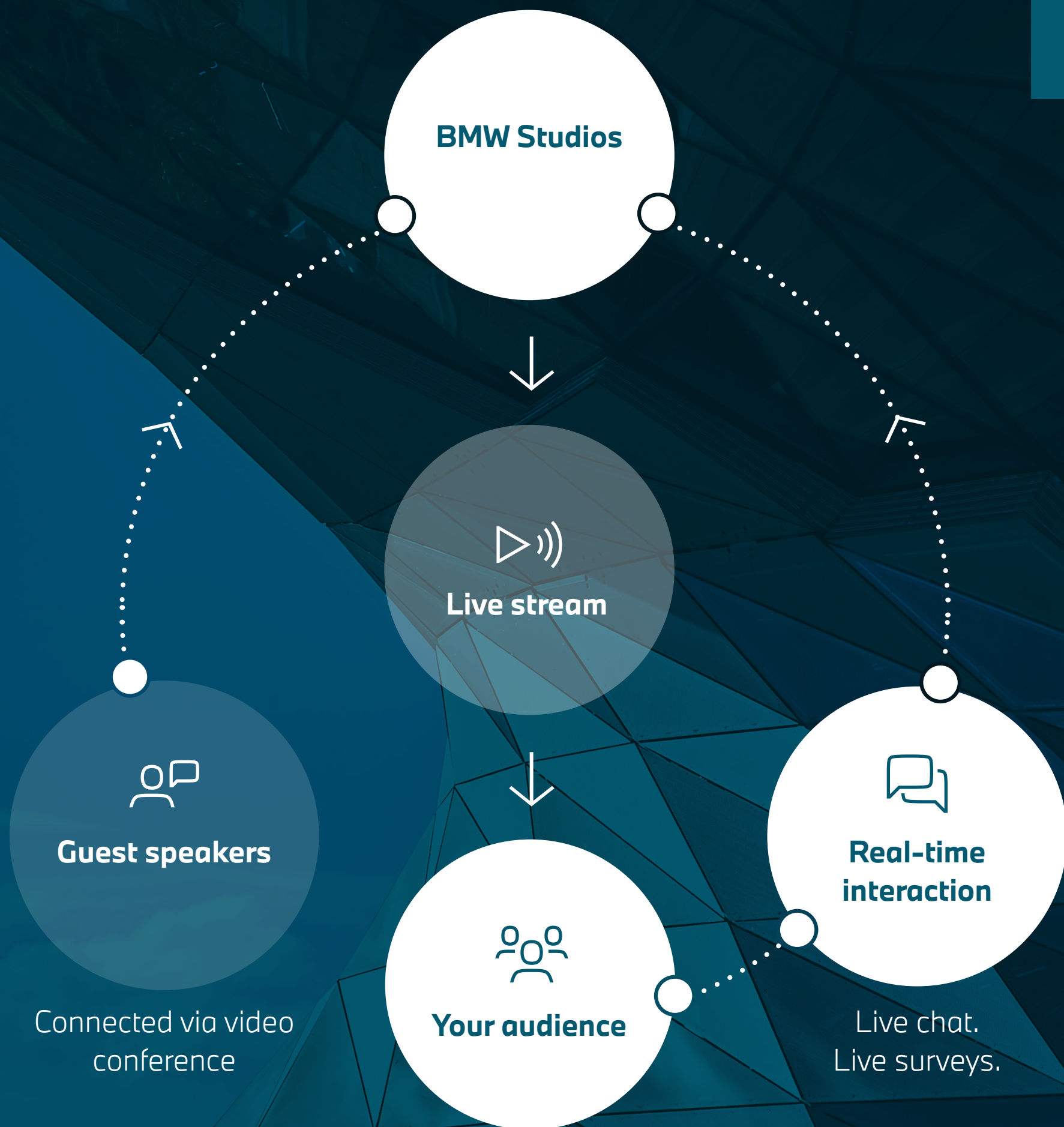


LED wall

YOUR CUSTOM DIGITAL EVENT PLATFORM.

Whether for hybrid premières, digital launches, or TV-quality productions, we can quickly transform your event spaces into a fully equipped streaming studio. Technology experts from Gahrens + Battermann manage all aspects of your digital or hybrid event with precision. The best places for this are: the auditorium, the Double Cone, and the Business Centre.

OUR SERVICES.



INDIVIDUAL.

Integration into your own website and Instagram account or the creation of a customised landing page in your corporate design are also possible for an additional charge.

ACROSS ALL LOCATIONS.

Would you like to invite guest speakers from different locations to speak? We also make this possible via video conferencing.

INTERACTIVE.

To enable your guests to actively participate in the event, we offer an optional customised app with live chat and live surveys. This turns your event into a truly interactive experience.

CUSTOMISED.

Whether you're planning an on-line training session or a multi-language product launch, we've got you covered: We make sure that you find exactly the solution that perfectly matches your goals and target groups. Just ask us!

Live streaming in TV quality.





Customisable LED wall.

STREAMING PACKAGES.

WHERE WOULD YOU LIKE TO STREAM TO?



YOUR SOCIAL MEDIA CHANNELS.

The stream via Facebook, YouTube, and LinkedIn is included with all studios. An Instagram stream is also possible after consultation.



YOUR EXISTING WEBSITE.

A closed stream and interaction with your audience via live chat and live surveys are possible after consultation with your IT department.



A CUSTOMISED LANDING PAGE.

We can create a landing page in your individual design. Registration, interaction options via live chat, live voting, and the connection of additional participants are all possible.



A CUSTOMISED APP.

We develop a customised app that provides maximum flexibility for your event needs. A closed stream, registration with copyright protection and interaction options such as live chat, live voting, and the connection of additional participants are possible.

If you have any questions about our streaming packages, please contact us by telephone for individual advice: Free of charge at: **+49 (0)89-38 25 72 62**

[To the details](#)

[Enquire now](#)

GUIDED TOURS AND ACTIVITIES.



Individual
guided tours



Exclusive
insights



Isetta
joyride



Inspiring talks

SPECIALS FOR YOUR EVENT.

Guided tours, expert talks, or a ride in the classic Isetta – our special offerings provide the perfect finishing touch to your event. No matter whether you need a bit of entertainment or want to give your guests exciting insights, our interactive specials will make your event truly unforgettable.

GUIDED TOURS AND ACTIVITIES.



BMW WELT GUIDED TOUR.

Individual guided tours through the heart of BMW.



60 min.



Up to 20 people



€210 net

[Enquire now](#)



BMW/MINI GENIUS.

Specialists provide exclusive insights into the world of the BMW Group.



60 min.



Up to 20 people



€210 net

GUIDED TOURS AND ACTIVITIES.



EXPERIENCE THE ICON.

Take a ride in the BMW Isetta, the smallest and most iconic BMW in history.



30 min.



Up to 20 people



€105 net



IMMERSE YOURSELF IN THE STORY.

Join us at the BMW Museum on a journey through over 100 years of automotive history.



60 min.



Up to 20 people



€235 net

[Enquire now](#)

GUIDED TOURS AND ACTIVITIES.



DISCOVER RARITIES.

You rarely get as close to our classics and rarities as at BMW Group Classic.



60 min.



Up to 20 people



€252 net



FOLLOW THE DEVELOPMENT.

Be there when the latest models are created at our BMW plant.



120 min.



Up to 24 people



€278 net

[Enquire now](#)

EQUIPMENT DETAILS.

COMPARE LOCATIONS.

TOTAL OVERVIEW.



AUDITORIUM.



DOUBLE CONE.



BUSINESS CENTRE.



TERRACES.



BUSINESS CLUB.



PREMIUM LOUNGE.



THE CAMPUS.

	Event hall	Foyer	Ground floor	Basement	Room 1	Room 2	Foyer	Outside	Inside			East	West
Length/width	19 x 42 m	12 x 37 m	∅ = 24 m	–	13 x 12 m	10 x 12,5 m	29 x 6,5 m	27 x 11 m	31 x 6,5 m	14,5 x 7,5 m	–	5,4 x 10,8 m	7,8 x 9,5 m
Room size	945 m ²	450 m ²	430 m ²	370 m ²	160 m ²	120 m ²	195 m ²	300 m ²	200 m ²	100 m ²	536 m ²	60 m ²	77 m ²
Row seating	650	–	278	–	150	110	–	–	–	–	–	40	40
Parliament seating	362	–	120	–	78	60	–	–	–	25	–	20	20
Gala seating	380	–	140	–	–	–	–	–	–	–	90	–	–
U-shaped seating	–	–	–	–	36	30	–	–	–	–	–	–	–
Standing room	650	500	450	250	–	–	70	180	150	–	–	–	–
Room height	10.20 m	–	–	–	4.75 m	4.75 m	–	–	8 m	5.60 m	–	–	–

The figures shown in the table represent maximum capacities and serve as a preliminary guideline. We are pleased to offer a bespoke room and catering plan tailored to your specific event requirements. Seating arrangements without specification are generally not possible or only after individual planning and consultation.

AUDITORIUM. EVENT HALL.

EQUIPMENT DETAILS.



Max. 650 people



945 m²



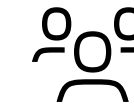
From €40,000
Costs (without
catering)

Delivery	Via ground floor loading gate on the East Forecourt. It is possible to supply the backstage directly from outside. The opening width of the loading door is 3.6 m.
Lighting	<ul style="list-style-type: none">• Lighting console two GrandMA2 lights, including WDMX for wireless control• 104 halogen theatre spotlights (Fresnel, PC, Profiler, PAR), 750–5,000W• 82 LED moving lights (wash, spot, beam)• Various mobile moving lights (wash, spot, beam)• Various battery-powered LED spotlights (Asteria AX5-10/Asteria Titan Tube)• Two automatic tracking systems (zactrack) and remote-controlled RoboS-potFollow Spot system with two controllers• Haze and fog machine
Floor covering	Oak wood, smoked
Floor load	7.5 kN/m ²
Interpreting technology	<ul style="list-style-type: none">• Four interpreter booths with two workstations each• Visual contact via monitors• Infra-red system
Electrical connections	Power supply: Offset boxes with network, DMX, Schuko® plugs, and multi-core are distributed throughout the auditorium (partly in the floor, partly on the walls, and partly on the lighting bridges). Multiple, individually fused fixed power supply within the auditorium: <ul style="list-style-type: none">• Ten 32 A CEE (all including RCD)• Six 63 A CEE (some without RCD)• Two Powerlock 400 A on the side platforms

Cloak rooms	In the basement auditorium <ul style="list-style-type: none">• One divisible artists' shared dressing room, 34 m²• Two artists' dressing rooms of 17 m² each
Suspension points	28 point hoists
Podium	23 movable stage platforms for suitable layout
Lift gate	17 × 6 m area connected to the foyer; designed for stage or scenic applications.
Rigging	<ul style="list-style-type: none">• Six overhead hoists, three-point 7.5 KN payload• Four machine hoists (scene area), 5.0 KN payload• Three machine hoists (East side stage), 5.0 KN payload• Three machine hoists (West side stage), 5.0 KN payload• Six machine hoists (rear stage), 5.0 KN payload• Movable via bar system• Mobile rigging system featuring 200 running meters of Euro Truss three-point 35 mm.
Sanitary facilities	In the basement foyer

AUDITORIUM. EVENT HALL.

EQUIPMENT DETAILS.



Max. 650 people



945 m²



From €40,000
Costs (without
catering)

Darkening	Event hall is windowless.
Special features	Sound-absorbing wall and ceiling structure with fixed reverberation time, parking space for OB van on the East Forecourt
Other	Various black cotton velour and Trevira CS curtains
Stage design	Talk to our project managers and our technical director about the design of your stage set. Several offsets and many individual structural elements are available for you to design.
General	WiFi and wired Internet connections are available in all rooms. All rooms at BMW Welt can be connected to each other via fibre optic or copper cable. The technology can be expanded for video productions, including streaming of events.

AUDITORIUM. EVENT HALL.

EQUIPMENT DETAILS.



Max. 650 people



945 m²



From €40,000
Costs (without
catering)

SOUND TECHNOLOGY.

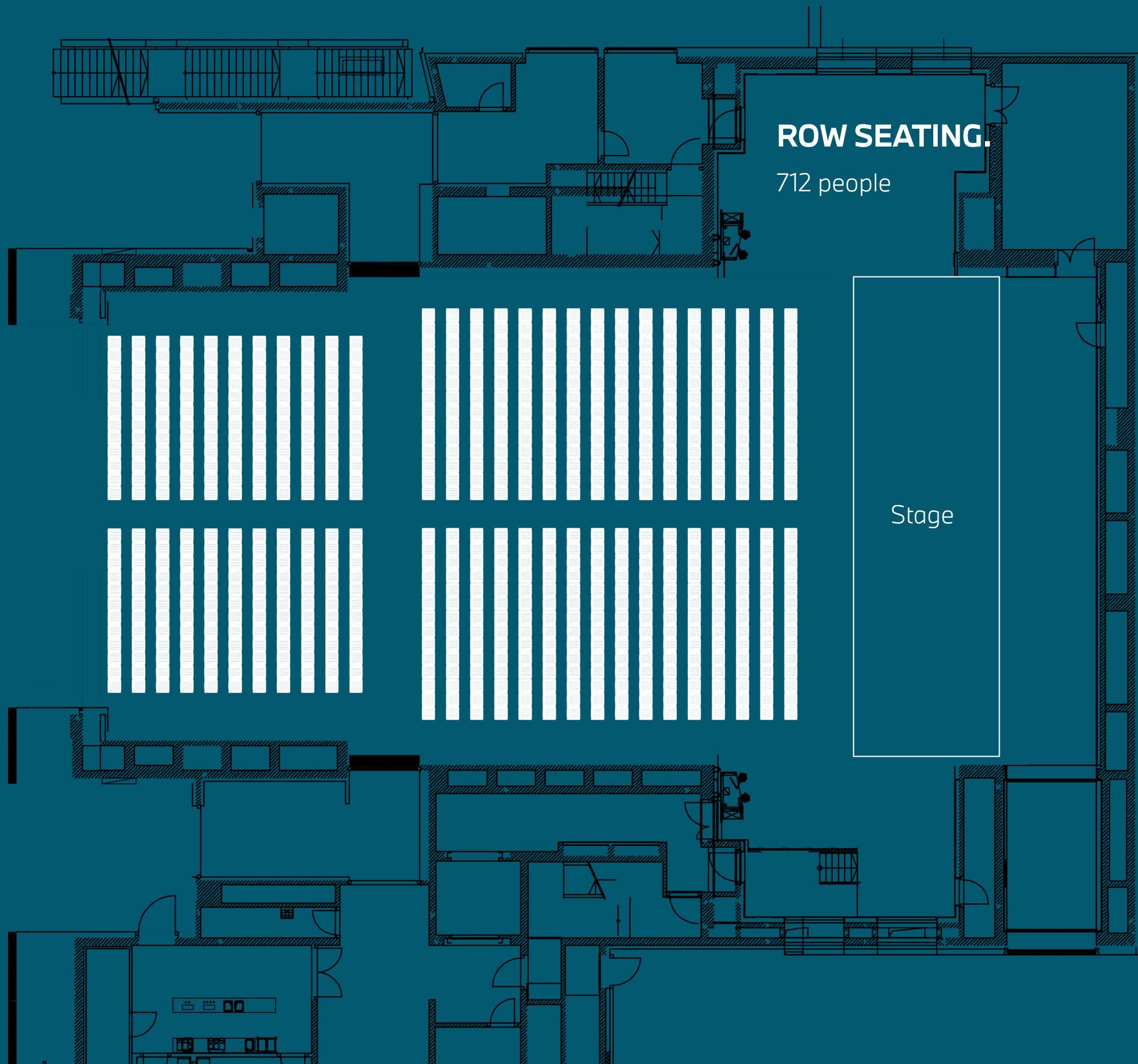
Signal processing, control	<ul style="list-style-type: none">• Yamaha Rivage PM10 FOH and PM10S backup/monitor consoles• Various digital Yamaha RIO and RPIO stage boxes
Sound system	<ul style="list-style-type: none">• L-Acoustics KARA 1 linear array flown with SB18 basses• Nearfills L-Acoustics 5XT permanently installed in podium edges• Various mobile speakers for monitoring or extensions (L-Acoustics, Meyer-sound, Lambda Labs)
Microphony	<ul style="list-style-type: none">• Sixteen Shure Axient receivers for wireless, tap-proof transmission• Eight Shure Axient digital hand-held transmitters with KSM9 capsule• Twelve Shure Axient digital bodypacks with headsets• Various lectern microphones (Schoepps, Sennheiser, beyerdynamic)• Various microphones for instruments (also possible wirelessly)
Network intercom	<ul style="list-style-type: none">• Redundant TwinLAN and DANTE sound network• Riedel Intercom (Artist 64 Mainframe) at each control centre, freely position-able microphone units, and 10 mobile microphone units (Bolero) – expandable• iPad• Active software monitoring of all components (Shure Workbench, Showlink, Artist Director)• Playback computer (play lists; also on line; individual files) and recording computer for stereo or multi-track recordings

VIDEO TECHNOLOGY.

Front projection	Christie Boxer 4K projector with 30,000 ANSI lumens
Side projection	<ul style="list-style-type: none">• In the centre of the event hall for logo or similar on the wall• Two Panasonic PT DZ 13,000 Ansi
Screen (motorised screen):	<ul style="list-style-type: none">• Front projection: 14 m × 10 m• Rear projection: 14 m × 10 m
Projection size	<ul style="list-style-type: none">• max. 12 m width• Both screens are fully adjustable within the space and can be moved or rolled up as needed during events.
LED wall	<ul style="list-style-type: none">• inspireLEDDB 2.6pro (2.6 mm pixel pitch)• Up to 24 m wide and 4 m high
Monitors	Two NEC 46" previewers and other mobile monitors up to 86" possible
Playback system	Playback Pro and/or Watchout as well as various playback computers
Direction	Analogue Way Aquilon graphic mixer As well as 4K picture direction
Cameras	Three permanently installed 4K dome cams (can be used as a monitoring camera)

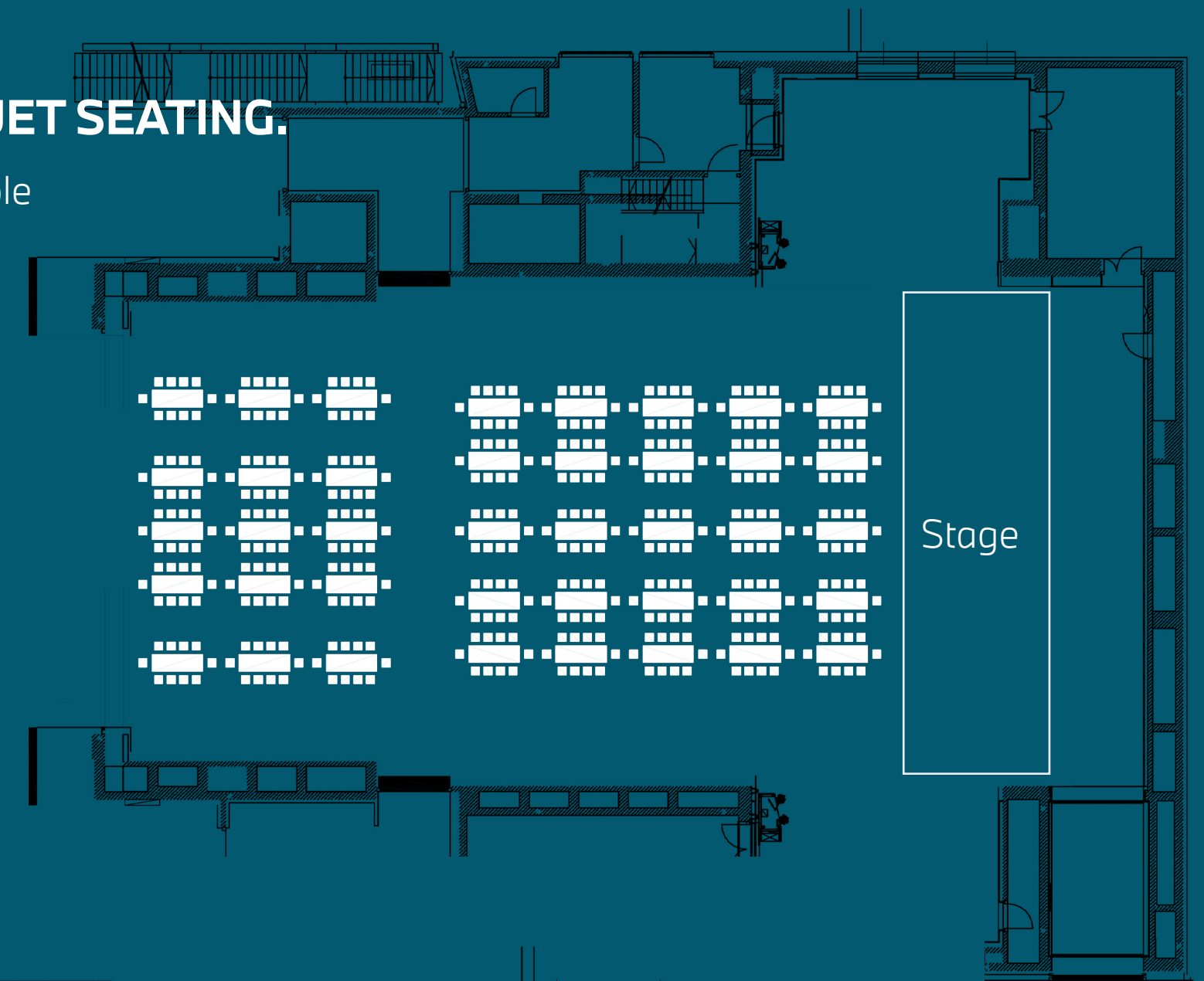
AUDITORIUM. EVENT HALL.

FLOOR PLAN AND SEATING OPTIONS.



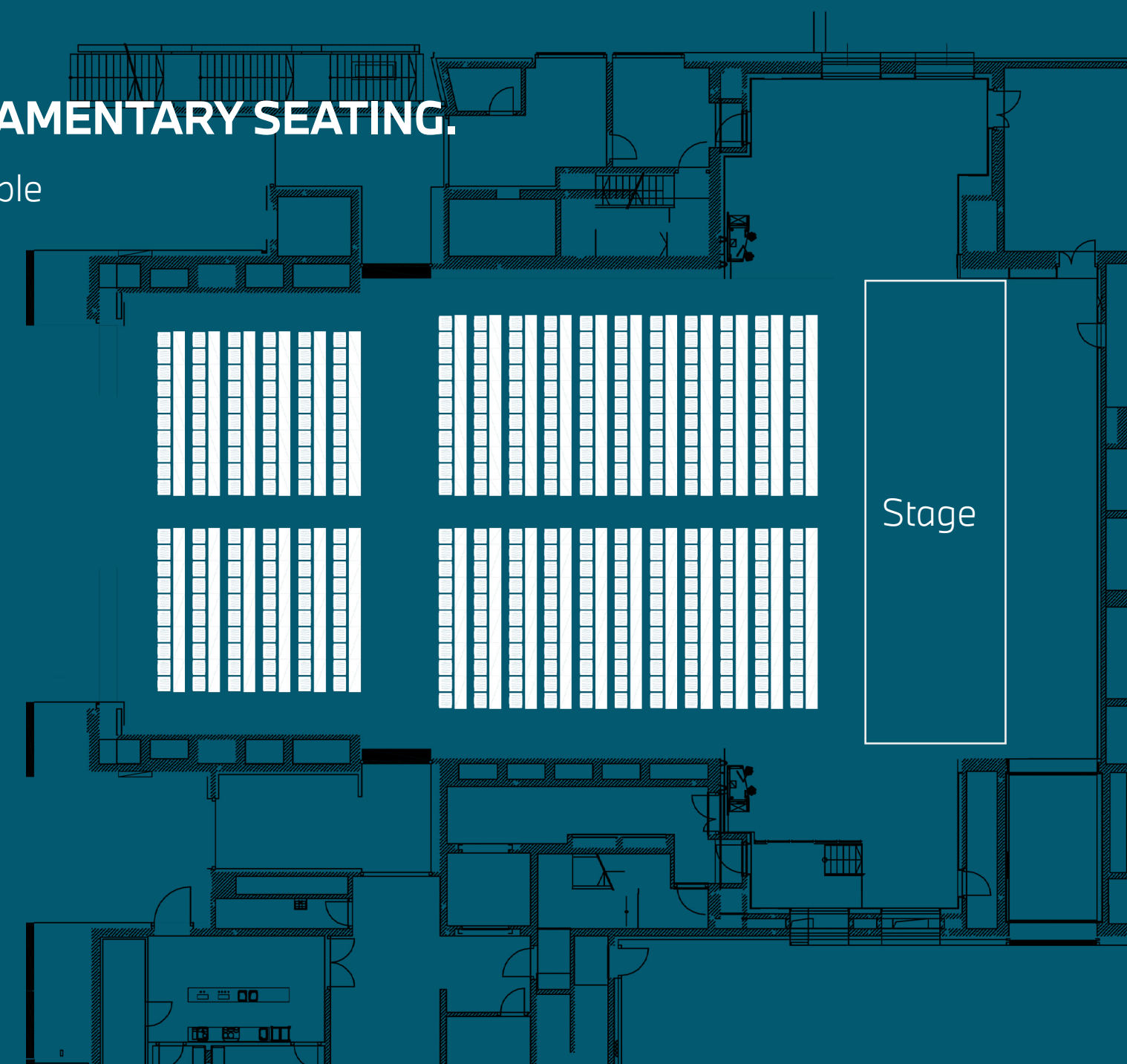
BANQUET SEATING.

400 people



PARLIAMENTARY SEATING.

362 people



AUDITORIUM. FOYER.

EQUIPMENT DETAILS.



Max. 500 people



450 m²



From €30,000
Costs (without
catering)

Delivery	Via ground floor loading gate on the East Forecourt. It is possible to supply the backstage directly from outside. The opening width of the loading door is approx. 3.6 m.
Lighting	<ul style="list-style-type: none"> • Brightening through ceiling lighting • Point light on ERCO tracks • Mobile battery LEDs possible
Sound system	Four MeyerSound loudspeakers with UPA-1P (also inlet gong) are permanently installed. Controlled seamlessly from the auditorium control room.
Microphony	We offer you a mobile sound system for DJ and speech.
Floor covering	DS high-strength aggregate screed
Floor load	12.5 KN/m ²
Electrical connections	<ul style="list-style-type: none"> • Up to 32 ACEE • Various 16 A CEE + 10 A Schuko® plugs • For exhibition contributions
Cloak rooms	In the foyer basement
Suspension points	Four of approx. 2.5 KN

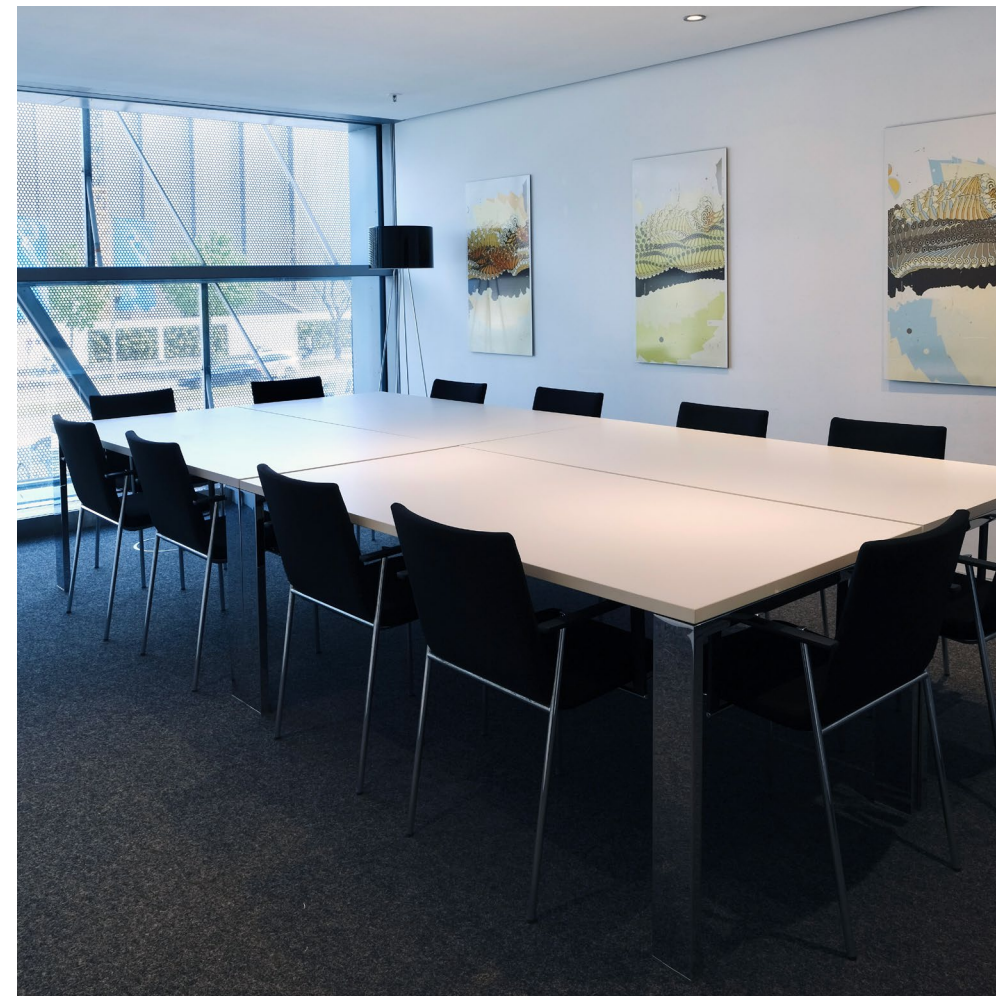
Podium/exhibition stand construction	Mobile construction possible
Projection	<ul style="list-style-type: none"> • Mobile construction possible • Monitors with various sizes up to 86"
Projection size	We recommend an LED wall for large presentations. General: The influence of daylight prevents good projection. That's why we recommend a display/LED.
Rigging	Ground supported
Sanitary facilities	In basement
Partition walls	Mobile possible
Other	Digital signage for wayfinding and mobile counters for accreditation are available.
Special features	Foyer flooded with sunlight – ideal for exhibition areas, networking, or catering receptions.
General	WiFi and wired Internet connections are available in all rooms. All rooms at BMW Welt can be connected to each other via fibre optic or copper cable.

AUDITORIUM. ADJACENT AREAS. OVERVIEW.

We would be happy to advise you individually on the ancillary areas for your event.

Rental office

- Area 36 m²
- Space for 10 people
- One monitor with ClickShare



Interpreter booths

- Four interpreter booths
- Area 6.5 m²
- Soundproofed and darkened
- Two monitors, including two microphone units



AUDITORIUM. ADJACENT AREAS. OVERVIEW.

We would be happy to advise you individually on the ancillary areas for your event.

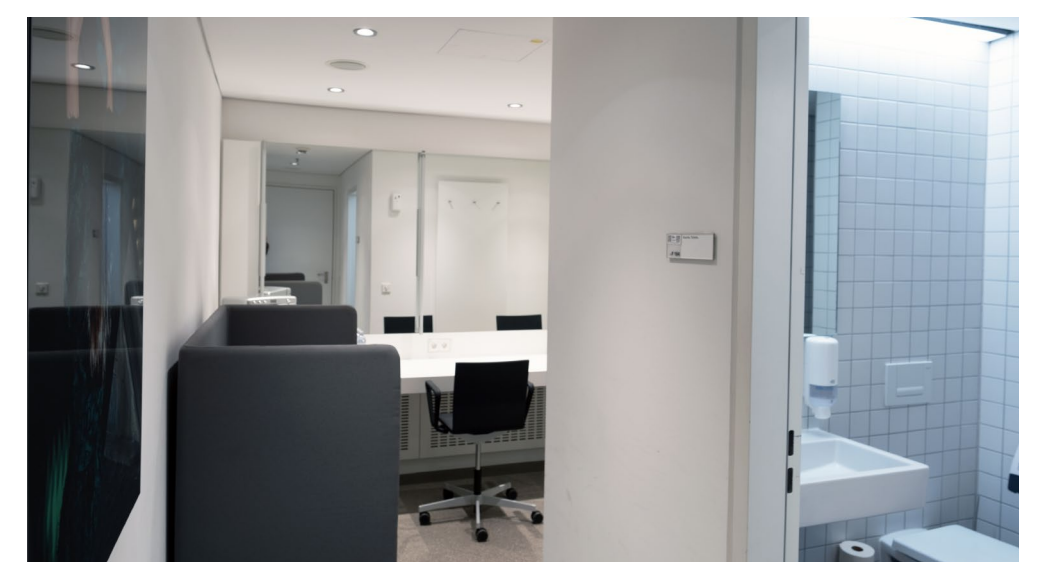
Shared dressing room

- 32 m² (divisible into 22 m² and 10 m²)
- Illuminated vanity mirror
- Permanently installed make-up tables
- Lockable cabinets



Solo artist dressing rooms

- Two solo artist dressing rooms with 9 m² each available
- Illuminated vanity mirror
- Fixed dressing table
- Space for 1–2 people
- Lockable cabinets
- Own toilet, including shower



DOUBLE CONE. GROUND FLOOR.

EQUIPMENT DETAILS.



Max. 450 people



430 m²



From €30,000
Costs (without
catering)

Delivery	Via ground floor at south entrance	LED spindle	<ul style="list-style-type: none"> All-round LED staging with 2.5 mm LED screen Five content options available Content can also be customised
Lighting	<ul style="list-style-type: none"> Over 50 permanently installed moving lights (Robe Spiider Wash, Robe Esprit Spot, JB A8) as well as conventional lighting for stage and room Grand MA 2 light lighting console, including WDMX for wireless control Mobile decentralised light, battery-powered LED also possible 	Cloak rooms	Mobile cloak room trolleys
Sound system	<ul style="list-style-type: none"> L-Acoustics KIVA linear array with SB18 basses and Meyersound nearfills Yamaha QL5 sound console, including RIO 3224D digital stage box 	Podium	Revolving stage 7 m diameter in front of LED wall, individually height-adjustable from 0 to 40 cm.
Microphony	<ul style="list-style-type: none"> Eight permanently installed Shure ULXD2 radio links, optionally with hand-held transmitter or bodypack/headset Lectern microphone Extension of radio links and additional conventional microphones possible Intercom, two fixed microphone units and five wireless belt packs available 	Video production control	Image processing system featuring two Barco E2 Gen 2 units and multiple playback computers.
Floor covering	<ul style="list-style-type: none"> Double floor DS high-strength aggregate screed 	Monitors	Available in various sizes.
Floor load	12.5 KN/m ²	Sanitary facilities	In basement
Interpreting technology	Mobile interpreting booths possible	Furniture	Customised furniture available. We will be happy to provide you with our furniture catalogue on request. Simply get in touch with us.
Electrical connections	<ul style="list-style-type: none"> Two 63 A CEE Various Schuko® connections in floor boxes 	Darkening	Darkening is not possible because of the full glazing and the light-flooded design of the room.
LED wall	<ul style="list-style-type: none"> LED video wall 1.6 mm Size: 639.8 cm × 359.9 cm Resolution 3,840 × 2,160 pixels (UHD) Ratio/format 1:1.78 / 16:9 	Other	Outdoor areas can be used for your event (bar tables). Parking space for OB van nearby.
		Special features	<ul style="list-style-type: none"> Exceptional architecture The LED spindle can be customised with your branding
		General	WiFi and wired Internet connections are available in all rooms. All rooms at BMW Welt can be connected to each other via fibre optic or copper cable. The technology can be expanded for video productions, including streaming of events.

DOUBLE CONE. GROUND FLOOR. FLOOR PLAN AND SEATING OPTIONS.

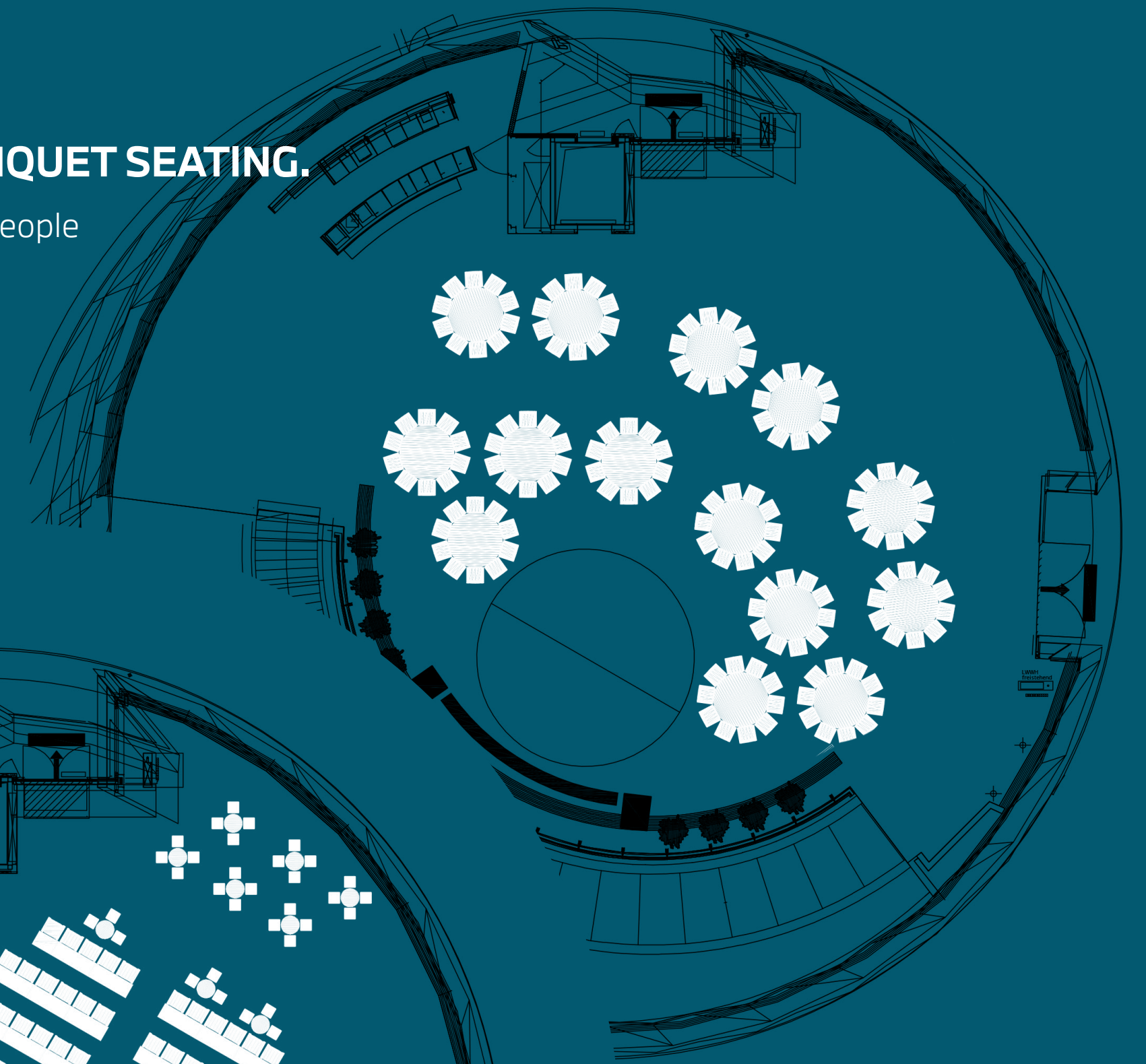
ROW SEATING.

278 people



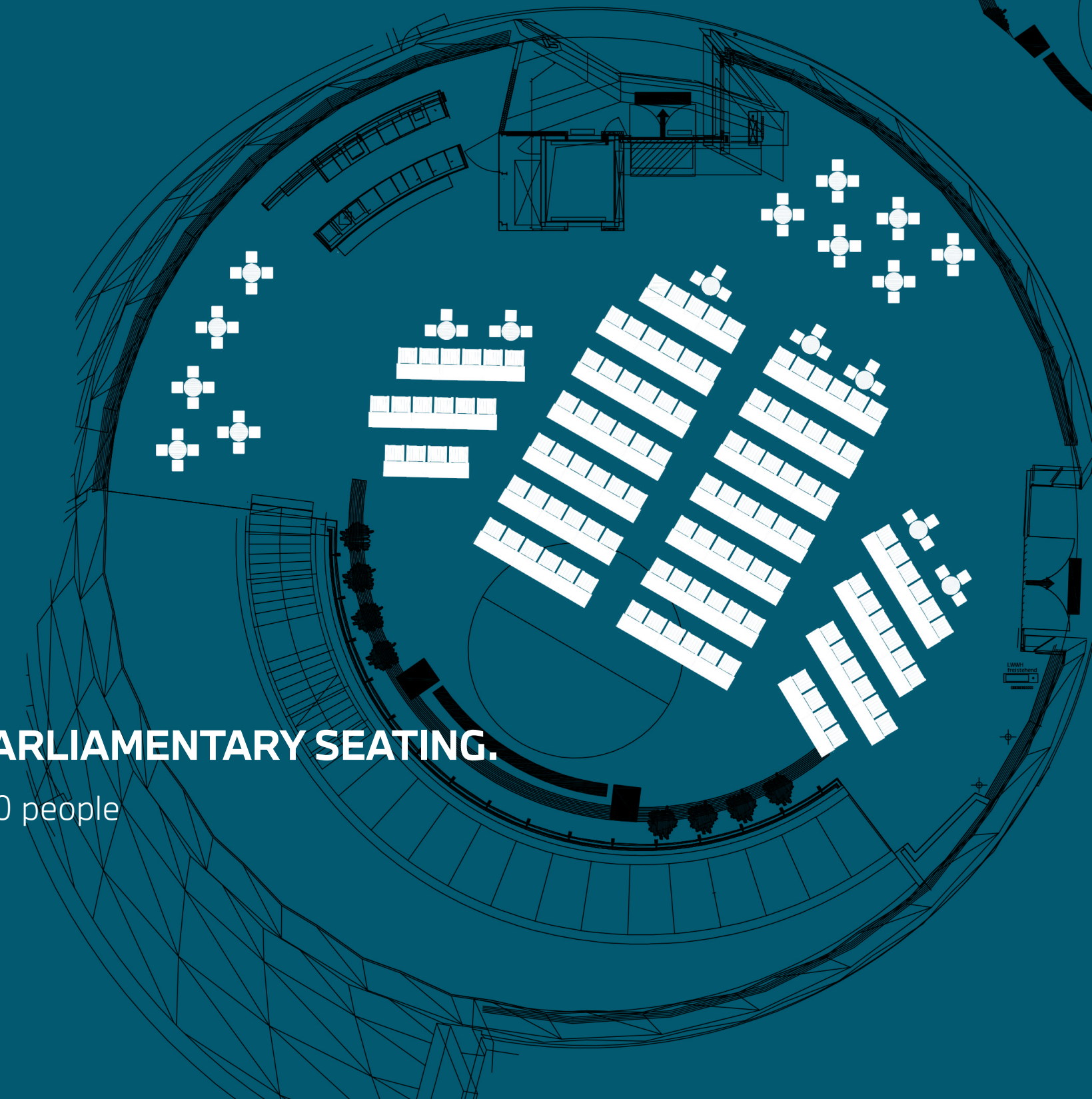
BANQUET SEATING.

140 people



PARLIAMENTARY SEATING.

120 people



DOUBLE CONE. BASEMENT.

EQUIPMENT DETAILS.



Max. 250 people



370 m²



From €30,000
Costs (without
catering)

Delivery	Via ground floor at south entrance
Lighting	<ul style="list-style-type: none"> • Twelve MovingLights • Atmospheric lighting possible with mobile battery-powered LED spotlights
Sound system	Built-in wall speakers, mobile systems possible
Microphony	Mobile systems possible
Floor covering	DS high-strength aggregate screed
Floor load	10.0 KN/m ²
Interpreting technology	Mobile interpreting booths possible
Electrical connections	Various connections in floor tanks
Cloak rooms	Mobile cloak room trolleys
Suspension points	none
Permanently installed screens	<p>Display band 1:</p> <ul style="list-style-type: none"> • Four seamless displays (1,920 × 1,080 px each) • Screen area 484 × 68.4 cm • Resolution 7,680 × 1,080 pixels • Ratio 1:7.1 <p>Display band 2:</p> <ul style="list-style-type: none"> • Ten seamless displays (1,920 × 1,080 px each) • Screen area width 1,210 × height 68.4 cm

Podium	Mobile construction possible
Projection	Customised playback possible
Rigging	Ground supported
Sanitary facilities	Present
Furniture	Customised furniture available. We will be happy to provide you with our furniture catalogue on request. Simply get in touch with us.
Darkening	Darkening is not possible because of the full glazing and the light-flooded design of the room.
Other	Artists' dressing room or back office. Catering furniture and permanently installed bar available.
Special features	Exceptional architecture. The display band in the basement can be customised with your branding.
General	WiFi and wired Internet connections are available in all rooms. All rooms at BMW Welt can be connected to each other via fibre optic or copper cable. The technology can be expanded for video productions, including streaming of events.

BUSINESS CENTRE. ROOM 1.

EQUIPMENT DETAILS.



Max. 150 people



160 m²



From €3,200
Costs (without
catering)

Delivery	Via ground floor access in East Forecourt
Lighting	<ul style="list-style-type: none"> • Multiple dimmable lighting settings controlled via the wall panel • Stage or atmospheric lighting mobile possible
Sound system	Location-based sound system with ceiling speakers and sub-woofers built into the wall
Microphony	<ul style="list-style-type: none"> • Two wireless hand-held microphones • Additional microphones possible
Floor covering	Raised floor carpet, anthracite
Floor load	5 KN/m ²
Electrical connections	Two 32 ACEE, several 16 A Schuko® plugs
Cloak rooms	Mobile cloak room trolleys
Screen	Motorised projection screen
Podium	Mobile construction possible
Sanitary facilities	Present
Partition walls	The room can be divided into two sub-rooms.
Shading	Present
Projection	HD projector Panasonic PZ 21K

Projection size	<p>All data for 16:9.</p> <p>Room 1, Total:</p> <ul style="list-style-type: none"> • Size of screen 184" ~ 266" • Width 4.06 m ~ 5.89 m • Height 2.29 m ~ 3.31 m <p>Room 1, sub-room A + B:</p> <ul style="list-style-type: none"> • Size of screen 120" ~ 232" • Width 2.66 m ~ 5.14 m • Height 1.5 m ~ 2.89 m
Other	<ul style="list-style-type: none"> • The room can be divided into two rooms, which are also equipped with a sound system and projection screen • Central control unit integrated into the room for managing media, audio, lighting, and glare protection/shading systems • Our conference service looks after you on site • Digital signage possible at the entrance
General	WiFi and wired Internet connections are available in all rooms. All rooms at BMW Welt can be connected to each other via fibre optic or copper cable. The technology can be expanded for video productions, including streaming of events.

BUSINESS CENTRE. ROOM 2.

EQUIPMENT DETAILS.



Max. 110 people



120 m²



From €3,200
Costs (without
catering)

Delivery	Via ground floor access in East Forecourt
Lighting	<ul style="list-style-type: none"> • Multiple dimmable lighting settings controlled via the wall panel • Stage or atmospheric lighting mobile possible
Sound system	Location-based sound system with ceiling speakers and sub-woofers built into the wall
Microphony	<ul style="list-style-type: none"> • Two wireless hand-held microphones • Additional microphones possible
Floor covering	Raised floor carpet, anthracite
Floor load	5 KN/m ²
Electrical connections	Two 32 ACEE, several 16 A Schuko® plugs
Cloak rooms	Mobile cloak room trolleys
Screen	Motorised projection screen
Podium	Mobile construction possible
Sanitary facilities	Present
Partition walls	The room can be divided into two sub-rooms.
Shading	Present
Projection	HD projector Panasonic PZ 21K

Projection size

Room 2A:

- Size of screen 146" ~ 188"
- Width 3.23 m ~ 4.16 m
- Height 1.82 m ~ 2.34 m

Room 2B:

- Size of screen 145" ~ 186"
- Width 3.11 m ~ 4.01 m
- Height 1.95 m ~ 2.5 m

Other

- The room can be divided into two rooms, which are also equipped with a sound system and projection screen
- Central control unit integrated into the room for managing media, audio, lighting, and glare protection/shading systems
- Our conference service looks after you on site
- Digital signage possible at the entrance

General

WiFi and wired Internet connections are available in all rooms. All rooms at BMW Welt can be connected to each other via fibre optic or copper cable. The technology can be expanded for video productions, including streaming of events.

BUSINESS CENTRE. FOYER.

EQUIPMENT DETAILS.



Max. 70 people



195 m²



From €3,200
Costs (without
catering)

Delivery	Via ground floor access in East Forecourt
Sound system	Mobile sound system possible
Floor covering	Dark oiled oak
Floor load	5 KN/m ²
Electrical connections	Several 10 A Schuko® plugs
Cloak rooms	Built-in wardrobe
Sanitary facilities	Present
Special features	<ul style="list-style-type: none">• Light-flooded foyer• Lounge furniture for a relaxed atmosphere• Ideal as a catering area• A sophisticated plant scheme for a nature-inspired interior design• High-quality wall covering for aesthetic accents• Ideal for interviews or receptions• Permanently installed welcome counter for smooth reception processes• Our conference service will look after you on site; in addition, a permanently installed welcome counter ensures smooth reception procedures

General	WiFi and wired Internet connections are available in all rooms. All rooms at BMW Welt can be connected to each other via fibre optic or copper cable. The technology can be expanded for video productions, including streaming of events.
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OUTDOOR TERRACE.

EQUIPMENT DETAILS.



Max. 180 people



300 m²



From €8,000
Costs (without
catering)

Delivery	Via ground floor access in East Forecourt
Lighting	Mobile battery-powered LED lighting, flexibly customisable to your requirements.
Sound system	We offer you a mobile sound system for DJ and speech.
Floor covering	Wood type IPE, colour rosewood
Floor load	2.5 KN/m ²
Electrical connections	Several 16 A Schuko® plugs
Screens	Here we recommend mobile monitors up to 86" if required.
Podium	Mobile construction possible
Sanitary facilities	In the Business Centre or Foyer basement

Other	<p>The indoor and outdoor terraces can be connected by opening the glass doors.</p> <p>A wide flight of steps leads from the BMW Motorrad exhibition gallery and the Business Centre.</p>
Special features	<ul style="list-style-type: none">• Inviting lounge furniture designed to create a relaxing outdoor atmosphere• Perfect for social gatherings, barbecues, and receptions on the roof terrace• Unrivalled view over the rooftops of the city with a view of the Olympic Village
General	<p>WiFi and wired Internet connections are available in all rooms. All rooms at BMW Welt can be connected to each other via fibre optic or copper cable. The technology can be expanded for video productions, including streaming of events.</p>

INDOOR TERRACE.

EQUIPMENT DETAILS.



Max. 150 people



200 m²



From €8,000
Costs (without
catering)

Delivery	Via ground floor access in East Forecourt
Lighting	<ul style="list-style-type: none"> • Conventional room lighting • Atmolight RGB floodlight • Mobile light also possible with battery support
Sound system	We offer you a mobile sound system for DJ and speech.
Floor covering	DS high-strength aggregate screed
Floor load	2.5 KN/m ²
Electrical connections	Several 16 A Schuko® plugs
Cloak rooms	Mobile cloak room trolleys
Screens	Here we recommend mobile monitors up to 86" if required.
Podium	Mobile construction possible
Rigging	without
Sanitary facilities	In the Business Centre or Foyer basement

Partition walls	without
Darkening	without
Other	The indoor and outdoor terraces can be connected by opening the glass doors.
Special features	<ul style="list-style-type: none"> • View of the Premiere and the BMW Motorrad area located in the upper area of BMW Welt • A special highlight on the top level of BMW Welt • A permanent bar and stylish lounge furniture create an inviting space for guests to relax and unwind • Perfect for receptions and social gatherings
General	WiFi and wired Internet connections are available in all rooms. All rooms at BMW Welt can be connected to each other via fibre optic or copper cable. The technology can be expanded for video productions, including streaming of events.

BUSINESS CLUB.

EQUIPMENT DETAILS.

Delivery	Glass lift within the building
Lighting	Multiple dimmable lighting settings controlled via the wall panel
Sound system	Integrated sound technology for sound reinforcement
Microphony	Mobile sound system possible
Floor covering	Dark oiled oak
Floor load	without
Interpreting technology	Mobile interpreting booths possible
Electrical connections	Several 16 A Schuko® plugs
Cloak rooms	Built-in wardrobe
Conference system	Permanently installed multifunctional conference system for meetings, including camera, table microphones, and loudspeakers with space for up to 22 people (leather armchairs)
Podium	none
LED wall	<ul style="list-style-type: none"> • 3.2 m × 1.8 m format • 1.6 mm pixel pitch



Max. 25 people



100 m²



From €2,500
Costs (without catering)

Sanitary facilities	Present
Darkening	Present
Other	Additional lounge corner integrated into the room with space for up to six people
Special features	<ul style="list-style-type: none"> • Hide-away character • View of the interior of BMW Welt and the Premiere • State-of-the-art conference technology
General	WiFi and wired Internet connections are available in all rooms. All rooms at BMW Welt can be connected to each other via fibre optic or copper cable. The technology can be expanded for video productions, including streaming of events.

The Business Club is being remodelled and will be available for you to book again from June 2025.

PREMIUM LOUNGE.

EQUIPMENT DETAILS.



Max. 90 people



536 m²



From €8,000
Costs (without
catering)

Delivery	About EG
Lighting	Atmospheric lighting in catering areas With our mobile battery-powered lighting packages, we also offer coloured lighting that emphasises the architecture.
Sound system	We offer you a mobile sound system for DJ and speech.
Floor covering	Dark oiled oak
Floor load	2.5 KN/m ²
Interpreting technology	Mobile interpreting booths possible
Electrical connections	Several 16 A Schuko® plugs
Cloak rooms	Mobile cloak room trolleys
Screens	Here we recommend additional monitors up to 86" if required.
Podium	Mobile construction possible

Monitor	One 65" screen permanently installed
Sanitary facilities	Present
Darkening	without
Other	Playroom for the little ones
Special features	Direct catering supply
General	WiFi and wired Internet connections are available in all rooms. All rooms at BMW Welt can be connected to each other via fibre optic or copper cable. The technology can be expanded for video productions, including streaming of events.

THE CAMPUS.

EQUIPMENT DETAILS.



Max. 40 people



60 m² (East)
77 m² (West)



From €3,000
Costs (without
catering)

Delivery	Via ground floor access south
Lighting	Dimmable in some areas
Sound system	Some of the displays have loudspeakers, ceiling speakers, or headphones.
Microphony	Mobile sound system possible
Floor covering	Linoleum; not accessible with heavy loads/lift trucks
Floor load	400 kg/m ²
Interpreting technology	Mobile interpreting booths possible
Electrical connections	Several 16 A Schuko® plugs, no heavy current
Cloak rooms	Mobile cloak room trolleys
Displays	One 75" display each in Workshops 1 and 2
Podium	Mobile construction possible
Projection	In the entrance area on special glass walls, special format

Projection size	Image specially mapped and cropped
Sanitary facilities	Present
Darkening	none
Other	There are various customisable (touch) displays.
General	WiFi and wired Internet connections are available in all rooms. All rooms at BMW Welt can be connected to each other via fibre optic or copper cable. The technology can be expanded for video productions, including streaming of events.



YOUR EVENT LOCATIONS AT BMW WELT.

WE LOOK FORWARD TO YOUR ENQUIRY.

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[Enquire now](#)