

QUARTERLY

NEWSLETTER

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The Filming of GENESIS



Behind the Scenes

Ian Branston, served as President of BMW Car Club of Canberra and as Chairman of the International Council of BMW Clubs from 2003 to 2013 before moving to the US. Ian is now retired from club management and spends his free time as a volunteer at the BMW CCA Foundation museum. Ian was on location for the filming of the Genesis video which served as the virtual launch of the exhibition and which can now be enjoyed at www.bmwccafoundation.org.

David Rose is the man behind what we all saw for the virtual launch of the Genesis exhibition. As a cinematographer and editor, David is founder of Hitting Redline, a production company established in 2012. David has worked throughout the US, as well as in France, Germany and Japan where he has covered new product launches and automotive stories for BMW and a variety of other manufacturers. He has also covered events such

as Pebble Beach, The Quail and Amelia Island as well as multiple motorsport events including Le Mans 24h, Daytona 24h, Sebring and Rolex Reunion to name just a few. For several years David has also covered BMW CCA events at Of-est, Pittsburgh Vintage Grand Prix and is also Co-Editor of *BimmerLife*.

While David was recently at the BMW CCA Foundation in Greer to shoot footage for the Genesis Exhibition, Ian Branston had a chance to sit down a get some insight into

GENESIS: BMW from the Beginning

Last weekend marked a special moment for the BMW CCA Foundation; the opening of *GENESIS: BMW from the Beginning*, Presented by The Werk Shop. Ordinarily, the launch of a new exhibit at the Foundation's Greer, South Carolina museum would align with the East Coast's famously-popular season opener, The Vintage (which you can relive with last year's photography and coverage), but due to ongoing restrictions on gatherings, both the Vintage and the BMW CCA Foundation took to online alternatives.

For the Foundation, this meant creating a cinematic video tour befitting the new exhibit, which showcases the early history of Bayerische Motoren Werke, from the company's first motorcycles in 1917, up through the immediate precursors to the Neue Klasse that made BMW famous in the 1960s. The film was produced by automotive media agency Hitting Redline, and narrated by author and BMW historian Jackie Jouret, who also created the *GENESIS* companion book, available at the BMW CCA Foundation store.

For many of us, it's likely the eras of BMW history before the Neue Klasse are difficult to conjure in memory: There were notable legends, like the 328 and 507, and oddball experiments, like the Iso-licensed Isetta "bubble car," but every step in the evolution and experimentation of BMW design deserves its own moment of recognition.

"Today, we tend to define BMW designs

by their decade of origin, or for the nerdiest enthusiasts, by the reign of notable designers. But like many manufacturers, BMW experimented in every direction prior to the Neue Klasse, and every design, no matter how short or long it was produced, helped solidify the young marque's identity. The cars range from conformation to extravagance: the motors span from economical four-cylinders, to the first of BMW's V8 powerplants, to the six-cylinder racing motors that made them famous amongst the counts and royalty of Europe; the kidneys take shapes even broader than they do today, befitting of a company that needed to build its own identity. And we haven't even gotten to the BMWs, the bubble cars, or the single-cylinder motorcycles—or every other niche BMW filled during its first 50 years.

To witness BMW's evolution is formative, for enthusiasts of any passion. The BMW we know today is a powerhouse of auto manufacturing, but like any establishment, it took skill, intention, and ingenuity to get here. Jackie Jouret's narration tells this story—BMW's story—in great detail, and it's well worth watching the film and exploring the 164-page book for a deeper dive into the inner workings of BMW. And of course, as soon as is safely possible, we recommend you see the vehicles in person at the BMW CCA Foundation's museum in Greer, South Carolina.

Wherever your BMW passion stems from, we think you'll find the *GENESIS* exhibit captivating. —David Rose

Visit www.bmwccafoundation.org to view the virtual opening of Genesis



his thoughts on his approach to his work.

Ian Branston: Was there anything in particular you wanted to convey or emphasize when you put together the tour?

David Rose: In the several years I've spent working closely with more recent BMW design, one of the things that I always want to showcase with the vintage cars is the pure craftsmanship of the design, and the design exploration that occurred, particularly between the touring cars, roadster, and more mainstream vehicles. The BMW "design language" wasn't nearly as consistent as we think of it today—that didn't hit until the 1960s—and the overlap in styles before and after World War II is always interesting.

My goal with this tour was to showcase how the design evolved to reflect the wants and needs of the era, combining archival footage, audio cues, and of course, visuals of the incredibly beautiful and complex automotive designs that spanned BMW's first forty-five years.

IB: What differences did you notice as you worked with these older cars compared to more modern road or race cars?





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DR: The experience of shooting modern cars is generally very consistent and finding character details that tell a story, like a dirty M8 GTE endurance car after twenty-four hours, or patina on the crease of an E30's fender, is the job of the cinematographer. Working around pre-Neue Klasse cars is an entirely different experience, because these cars age in such unique ways, whether as a result of the materials, woods, and metals used in construction, or simply the ownership philosophy and usage that they've seen over their 70-year history. Some are perfectly restored, showcasing the beautiful curvature of pre-war designs, and others have been allowed to age naturally, demonstrating how auto making in this era was a true art.

To me, it feels important to capture the story of each car while documenting them, whether it's the patinated wood and lacquer paint of a survivor 309, or a restored 503 from The Werk Shop, with more perfect paint than anything possible in the 1950s.

IB: How did this task compare to other projects you have worked on at launches,



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Lothar Schuettler's 502 at Genesis

Even though it has won many trophies and awards, this 502 Cabriolet by Baur (above) is a workhorse. In 2009 we used it to tow Lothar's newly restored 1937 BMW 328 on an open trailer to the Pittsburgh Vintage Grand Prix and to the BMW CCA Oktoberfest in Atlanta, generating much attention on the road. It's a magnificent vehicle and it's always a pleasure to see it appreciated especially now at the Genesis exhibition.

— Gretchen Carroll

car shows and race tracks?

DR: With the slow pace brought by the COVID-19 pandemic, the opportunity to spend a day shooting the cars in sequence is a much more peaceful experience than the typical launch event or car show. It's an atmosphere I wanted to translate into the finished tour, since having a pause in our technology-focused lives is a great opportunity to explore other eras, when automotive design was allowed to explore in such dramatic directions.

I'm incredibly grateful to the BMW Car Club of America Foundation, the exhibit sponsors, and of course the owners of the cars, for the opportunity to spend a day enjoying them, and I hope fans around the

country enjoy this glimpse into the exhibit. Once travel is safe for all, I look forward to being able to spend more time around the cars once again, and recommend the exhibit for enthusiasts around the country. It's truly a unique opportunity to see such a collection without having to travel to the BMW Museum in Munich.

JB: Thanks David. I am sure we all hope others will find the exhibition as visually rewarding as you did. Your video should certainly whet the appetite of people who want to see something not only rare, but also provides them with plenty of information about the early days of BMW. Visitors can certainly take advantage of this unique opportunity and perhaps experiment with their own



GENESIS

BMW FROM THE BEGINNING
PRESENTED BY THE WERK SHOP

On August 14, the BMW CCA Foundation Museum will reopen its doors to present the most comprehensive exhibition of early BMW automobiles ever assembled in the United States.

Twenty-four BMW cars and motorcycles built from 1927 to 1965 will be featured, along with pieces of period art, artifacts, and ephemera. It will be a full-spectrum experience: an exhibition, a beautiful and collectible book, an array of merchandise and a series of on-site events all paying tribute to some of the most interesting cars and motorcycles BMW has ever created.



Take the cars (and motorcycles) home with you!

Available in softcover and limited-edition hardcover books with slipcase*.

Order softcover online at bmwccafoundationstore.com.

*Visit bmwchampions.org to get your limited-edition hardcover book with a minimum \$500 donation.



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