

PRESS RELEASE

Bertelsmann Presents Art Project with World-Renowned Photographer Jim Rakete

- **Permanent exhibition “Bertelsmann is all this and more – by Jim Rakete”**
- **Series of 23 black-and-white photographs**
- **Pictures show Bertelsmann Corporate and the seven divisions**
- **Thomas Rabe: “The photographs artistically capture our core values of Creativity and Entrepreneurship.”**
- **Jim Rakete: “To experience Bertelsmann, you have to go out into the world.”**

Gütersloh, November 6, 2024 –The international media, services, and education company Bertelsmann is now showing a permanent exhibition by renowned photographer Jim Rakete at its Corporate Center in Gütersloh. A series of 23 large-format photographs, taken at Bertelsmann locations on several continents, provide a very special perspective on Bertelsmann Corporate and the Group’s seven divisions RTL Group, Penguin Random House, BMG, Arvato Group, Bertelsmann Marketing Services, Bertelsmann Education Group, and Bertelsmann Investments.

Bertelsmann Chairman & CEO Thomas Rabe said: “I am delighted about our art project with Jim Rakete. These wonderful, eye-catching and warm black-and-white photographs artistically capture our core values of Creativity and Entrepreneurship. I would like to thank Jim Rakete for the time and creative energy he invested in this project over several months.”

Jim Rakete commented: “I was asked to show what Bertelsmann is to me. With no restrictions. Those are the truly fun assignments. You can’t adequately portray a global corporation in a studio or at its headquarters alone. To experience Bertelsmann, you have to go out into the world. And so we held shoots in New York, Los Angeles, Paris, Riga, Cologne, and Berlin – but also in Gütersloh, of course. Bertelsmann is everywhere.”

Karin Schlautmann, EVP Corporate Communications of Bertelsmann, added: “Jim Rakete is one of the most renowned photographers of our time and has longstanding ties with Bertelsmann. No one could have done a better job of translating Bertelsmann’s diversity into a visual language. The images bear witness to creativity, entrepreneurship, internationality and diversity – Bertelsmann is all this and more.”

From today, Jim Rakete’s works, each measuring 100 by 140 centimeters, will create a modern and creative ambience in the stairwell and conference areas of Bertelsmann’s Corporate Center in Gütersloh.

In the Bertelsmann Business Podcast “Creativity & Entrepreneurship,” Jim Rakete talks to presenter and podcast host Isabelle Körner about the art project and gives an insight into his creative processes. The podcast can be listened to wherever podcasts are available and at www.bertelsmann.de.

About Bertelsmann

Bertelsmann is a media, services and education company with more than 80,000 employees that operates in about 50 countries around the world. It includes the entertainment group RTL Group, the trade book publisher Penguin Random House, the music company BMG, the service provider Arvato Group, Bertelsmann Marketing Services, the Bertelsmann Education Group and Bertelsmann Investments, an international network of funds. The company generated revenues of €20.2 billion in the 2023 financial year. Bertelsmann stands for creativity and entrepreneurship. This combination promotes first-class media content and innovative service solutions that inspire customers around the world. Bertelsmann aspires to achieve climate neutrality by 2030.

www.bertelsmann.com

Bertelsmann online



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