

AUTOMOTIVE

BMW continues showcasing emerging musical talent with Play Next podcast

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Radio personality Edith Bowman hosts the BMW Play Next podcast. Image credit: BMW

By LUXURY DAILY NEWS SERVICE

German automaker **BMW's** BMW Play Next podcast is returning, gearing up to spotlight rising musical artists.

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The podcast is hosted by beloved Scottish broadcaster and disc jockey Edith Bowman, with each new episode featuring two long-form interviews and a thoughtfully curated playlist. The five new episodes will garner excitement cultivating in the finale at the All Points East Festival in August in London.

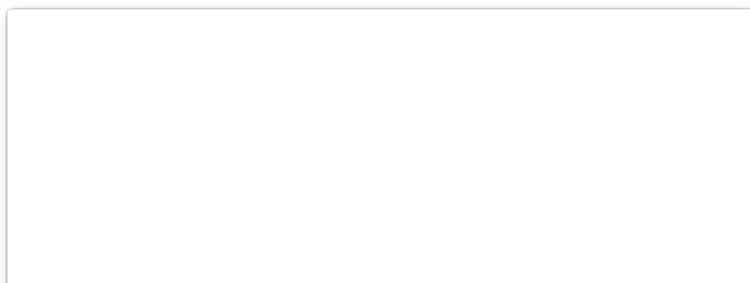
"After the past couple of years, things don't just return to normal overnight and that's why it's so important, we support new artists," Ms. Bowman said in a statement. "I am hugely excited for the return of the BMW Play Next podcast which gives me the opportunity to have thoroughly insightful and important conversations with artists while offering a wonderful platform for emerging talent."

Making music together

The automaker launched the BMW Play Next podcast in 2020, aiming to offer a platform for emerging artists ([see story](#)).

The [podcast](#) returned for a second season in 2021, also ending on stage at the All Points East Festival in Victoria Park, London.

For the podcast's third year, the end of the season will again end at the All Points East Festival, where three artists previously featured on the podcast will have the opportunity to perform on the BMW Play Next stage.



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A post shared by Attawalpa (@attawalpa)

Attawalpa joined Ms. Bowman to discuss his creative inspirations on the latest episode

The newest episode of the podcast spotlights British Peruvian musician Attawalpa, who discusses how his upbringing has impacted his work, the industry, his style and more.

Several luxury automakers have launched podcasts.

In 2020, Rolls-Royce launched "Ghost Stories," a podcast series detailing the five-year process of creating the Ghost. Johanna Agerman Ross, curator of 20th Century and Contemporary Furniture and Product Design at London's Victoria & Albert Museum, hosted the five-episode series ([see story](#)).

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