**Rolls-Royce Motor Cars**

## Media Information

**ROLLS-ROYCE ART PROGRAMME**

**TO premiere new work by ARTIST DAN HOLDSWORTH**

**AT GENEVA MOTOR SHOW**

**5 March 2018, Goodwood**

Rolls-Royce Motor Cars is delighted to announce that as part of its Art Programme, a new work by artist Dan Holdsworth will be premiered at the 2018 Geneva International Motor Show, between 8th-18th March. Three cinematic screens will be incorporated into the marque’s suite, exhibiting previously unseen work by one of Britain’s foremost photographic artists.

In Holdsworth, Rolls-Royce finds an artist with a restless fascination of capturing not only the perfection of nature, in this case in the form of vast expansive landscapes, but also a desire to depict these landscapes in the most technological and precise manner. These attributes resonate with Rolls-Royce, echoing the brand’s constant desire to innovate, to advance and to further the realms of precision in each and every Rolls-Royce motor car.

Dan Holdsworth’s *Acceleration Structures* allows the viewer to see Europe’s most sublime but inhospitable landscapes in radically new ways through advanced technology, underpinned by scientific research and personal endeavour and adapted to create art. The artist uses photogrammetry, mapping and extracting spatial co-ordinates, to realise a three-dimensional wireframe creating a stunning X-ray effect of three Mont Blanc Alpine glaciers, namely Argentiére, Bossons and Bionnassay. The glaciers are geo-mapped using scientific instruments at the very fore of their field.

Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars, commented, “Dan Holdsworth’s work is truly exhilarating. He adopts a scientific and high-tech approach whilst adhering to a personal dedication in creating astonishingly precise and arresting artwork. In the end, you have a resoundingly powerful and awe-inspiring work, which can be admired for its aesthetic as much as for its endeavour. In this I find great synergy and I am thrilled to welcome him to the fellows of the Rolls-Royce Art Programme.”

Dan Holdsworth, artist, commented, “It is incredible to have been commissioned by the Rolls-Royce Art Programme, which has enabled me to realise this important new work of art.”

Holdsworth, who in a move that demonstrates his extraordinary vision and desire to further an art-form using scientific research, creates something of great beauty and magnitude but at the same time, accuracy. The work becomes scientifically significant, a symbol of the very best of human achievement of its time.

In commissioning this new work, Rolls-Royce is continuing its legacy of creatively contributing to the fabric of the contemporary art world. Holdsworth will join a roster of accomplished artists who have created works at the bequest of the marque, including Yang Fudong, Isaac Julien, Angela Bulloch, Pipilotti Rist and most recently Asad Raza.

#RRART

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**Notes to editors:**

**Dan Holdsworth’s *Acceleration Structures:* an introduction by Alistair Robinson, Director of the Northern Gallery for Contemporary Art**

Holdsworth has travelled across the entire planet to investigate and photograph many of the world’s most remote, sublime landscapes. For the majority of his career he has been accustomed to working with large plate cameras – which, when in inhospitable places, and under adverse conditions, present demanding technical as much as artistic challenges. These challenges, and the artist’s imaginative transformation of the world, have resulted in images unlike those made by any of his peers. These challenges have resulted in images of extraordinary beauty.

*Acceleration Structures* continues his project to uncover unseen parts of the world, through an innovative form of ‘cameraless photography’: ‘photogrammetry’. These three-dimensional wireframe models are created through a combination of intense fieldwork where the artist documents every square foot of a particular area using hundreds of images; and through a pioneering use of high-end software in his studio. The software correlates data from the entire series of images to project measurements of every part of the land, which then allows the artist to create a model of it in virtual space.

*Acceleration Structures* positions Holdsworth in a long tradition of artists who have made creative use of the most advanced technologies of their time to advance our knowledge of the world. Holdsworth notes this tradition of invention is a peculiarly English one: photography was famously invented in England, by William Henry Fox Talbot, in 1839. Talbot’s inventiveness revolutionised every aspect of our lives, by seeing every country in the world. His ceaseless experimentation changed history, it raised the stakes for artists. Holdsworth’s work rises to the challenge of equally, making a new way of seeing the world through photography.

*Acceleration Structures* continues the quest for an ever more exacting understanding of the world that has characterised the whole history of photography. For the writer Roland Barthes, the entire history of photography is defined by the relentless quest for ever greater *precision*: “photographic implements were [always] related to …the machinery of precision”. Holdsworth’s ‘cameraless photography’ offers us a new standard for measuring the infinite beauty of the natural world, in its every intricacy and astonishing detail. It is one of the first artworks to reveal a way of seeing unique to the twenty-first century.

Dan Holdsworth has works in permanent collections across the world including Tate, London; Centre Pompidou, Paris; Goetz Collection, Munich; Museum of Modern Art, Vienna; Victoria & Albert Museum, London; Denver Art Museum, and the UBS Collection, Zurich, amongst others. His solo shows include Graves Gallery, Sheffield; Museum of Fine Arts in Le Locle, Switzerland; Southampton City Art Gallery; Baltic Centre for Contemporary Art, Gateshead; MiMA, Middlesbrough; Stills Gallery, Edinburgh; National Maritime Museum, Greenwich, London.

**About the Rolls-Royce Art Programme**

Art and creative endeavour are at the heart of Rolls-Royce and its motor cars are commissioned for their aesthetic power. They are created out of the finest materials at the hands of skilled artisans who, in turn, produce rare, unique and ultimately beautiful automobiles. By creating an Art Programme, Rolls-Royce has formally acknowledged this unique shared ethos with the world of art.

The Art Programme comprises new works commissioned in situ, partnerships with leading organisations, art talks with emerging and established artists, art drives, art walks and art receptions around the world. It fosters creativity and enables artists to realise new projects and to explore new areas of their practice.

To date, Rolls-Royce has worked with leading international artists from the contemporary art world including: Asad Raza, Pipilotti Rist, Yang Fudong, José Parlá, Sudarshan Shetty, Isaac Julien, Carlos Rolón/Dzine, Angela Bulloch and Ugo Rondinone. The marque has acted as benefactor to some of the world’s foremost art institutions, including The Rockbund Art Museum, Fondation Beyeler and the Savannah College of Art and Design.

**Further information:**

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](http://www.press.rolls-roycemotorcars.com/). You can also find

the communications team at Rolls-Royce Motor Cars on [Twitter](https://www.twitter.com/RollsRoyceMedia) and [Instagram](https://www.instagram.com/RollsRoyceMedia/)

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