

Media Information

18 February 2009

The BMW Young Asian Artists Series II: Singapore Edition

BMW Asia continues with successful programme to develop exciting young local art talent

SINGAPORE. The BMW Young Asian Artists Series, a Singapore-based programme that identifies and enables talented, young, relatively unknown Asian artists to make their mark goes into its third season.

Working in conjunction with the Singapore Tyler Print Institute (STPI), BMW Asia is extending its support of the BMW Young Asian Artists Series for a third, two-year term. This fresh sponsorship will commence when the current, initial series concludes at the end of this year and will see the STPI select more outstanding young artists from the region..

Similar to their counterparts, the selected artists will spend two weeks at the STPI, working alongside the institute's printmakers. Their works will be showcased and eventually sold.

Exhibition to showcase local talents

The BMW Young Asian Artists Series was conceived in 2006 by STPI and BMW Asia to provide a platform for young Asian artists under 35 years of age who have shown considerable promise in their early careers.

For the second season, the programme focused on Singaporean budding artists. To celebrate the success of these local talents found right here on our shores in Singapore, the STPI is showcasing their works in a month-long exhibition which will run till 7 March 2009.

“The BMW Young Asian Artists Series programme is testament of BMW Asia’s long term commitment to provide opportunities for young artists to develop their careers. The Singapore Edition provides budding artists here the resources to support their creative processes to make new works.” says Emi Eu, STPI’s Deputy Director for Development and Programming.

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The works of the artists have been editioned and are on sale and a catalogue has been produced that documents all their work under the programme.

BMW Group

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BMW Asia's support of arts aims to nurture

Mr Johannes Seibert, Managing Director, BMW Group Asia, said the company has always been an avid supporter of the arts, "We are pleased to see that the artists we have supported from the last Series are doing well. We strongly believe that talent should be supported and nurtured, which is why we are once again supporting the second series and specifically focusing on local Singaporean talents. We hope this initiative has provided inspiration and opportunity for the young local artists as they develop their careers".

"In addition, we are delighted to announce that we will continue with our sponsorship, with a third series of the Young Asian Artists Series running from 2010 to 2011."

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About BMW Asia Pte Ltd

BMW Group Asia in Singapore is the regional hub of the Group in Southeast Asia.

Established in 1985, it has two major roles. The first is market responsibility for Southeast Asia, with the management of the BMW Group subsidiaries in Singapore and Indonesia as well as all importers in the Asia-Pacific region.

Second, the office in Singapore is the regional base for key corporate functions like purchasing, corporate audit, corporate security, corporate sales, direct sales and special vehicles, as well as corporate affairs. In 2006, the regional office added corporate capabilities to its portfolio: the Asia-Pacific Treasury Centre (one of three BMW Treasury Centres worldwide), the Asian studio for BMW DesignworksUSA, a strategic design consultancy within the BMW Group and BMW Group Financial Services.

In addition, the BMW Group also established an Asia-Pacific regional office for Rolls-Royce cars in Singapore. Since January 1st 2003, the Rolls-Royce brand has been part of the BMW Group, which presents itself with three brands: BMW, MINI, and Rolls-Royce.

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