



Media Information

August 4, 2009

## **BMW Indonesia supports local arts scene.**

**Jakarta.** PT BMW Indonesia is sponsoring a major art event in Jakarta this month, its first foray into local cultural activities and another example of its strong sense of corporate social responsibility.

The company is supporting the first Indonesia art fair, Bazaar Art Jakarta 2009, to be held from 28-30 August. The festival, with the participation of 22 galleries and auction houses, provides an opportunity for the public to appreciate works by local artists who have earned international reputations, as well as view the creations of emerging talents.

BMW Indonesia will showcase two art projects featuring international and local contemporary artists, as well as host an art and design discussion.

"We are delighted that BMW is becoming involved in a new and exciting area with art and cultural projects in Indonesia," said Ramesh Divyanathan, Marketing Director of BMW Asia, at a press briefing of Bazaar Art Jakarta. "BMW has the closest relationship to the arts in the car industry and our company wins more design awards than any car company. We consider this involvement in the local arts scene to be essential in further strengthening the image of the BMW brand in Indonesia."

In conjunction with the launch campaign of the new BMW Z4 Roadster, Robin Rhode, a young South African artist, has created an art performance where the Roadster is no longer just a stunning model, but itself becomes the executing artist. The vehicle creates a work of art with bold, swirling shapes in red, yellow and blue tire treads on a giant white canvas.

"This work is an expression of painting in action – my hope is to communicate the power and thrill inherent in the creation of art", says Rhode. "For me, the use of an untraditional paintbrush like a high performance car is a great way to investigate the

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relationship between emotion, technology and industrial creativity.” The Z4 performance is suggestively titled “An Expression of Joy”.

In the Bazaar Art Jakarta, BMW Indonesia will display four panels of this giant canvas together with the new BMW Z4 Roadster. A film on this “An Expression of Joy” art performance, created by prize-winning young director Jake Scott, will also be shown.

As part of its involvement with local art projects, BMW Indonesia also is commissioning a special art project that features a scaled-down Z4 Roadster. According to Rizki A. Zaelani, the curator of the project, five Indonesian modern contemporary artists – Agus Suwage, Nus Salomo, Radi Arwinda, Rangga Oka Dimitri and Ugo Untoro – will embark on a creative exploration of the expression of joy, both from a human personal dimension and public or cultural approach.

Their five artworks will be auctioned by Sotheby’s on 28 August, 2009, at Bazaar Art Jakarta. Proceeds from the auction will be donated to The Indonesian Fine Arts Foundation to support the development of Indonesian art and artists.

BMW Indonesia will also organize a discussion session on Saturday, 29 August, 2009, with a special topic of Design & Art. The speaker will be Magnus Aspegren, Director of BMW Group Designworks USA’s Singapore Studio, the Asian division of the California-based strategic design consultancy and BMW Group subsidiary. Mr Aspegren joined DesignworksUSA in 2005 as creative director in the transportation design team and subsequently led a number of successful projects, particularly in business jet interior design. Prior to DesignworksUSA, Magnus had extensive design experience in commercial aviation, architecture and material development.

**Robin Rhode.**

The artist, who was born in 1976 in Cape Town and now lives in Berlin, has made a name for himself in the past few years for his distinctive works. His oeuvre centers on performances that have evolved from his experiences as a high school student growing up in the Johannesburg suburbs, as well as cultural markers from (sports,

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music and fashion) that he likes to combine with the process of “making art”. In 2001, Rhode was nominated for South Africa’s FNB Vita Art Prize. He has been included in several group exhibitions, including Dislocation. Image. Identity. South Africa, Centro Cultural de Maria, O’Porto, Portugal (2002); Shelf Life, Gasworks Gallery, London, England (2001); and Juncture, The Granary, Cape Town, and Studio Voltaire, London (2001). His solo exhibitions include Fresh: Robin Rhode at South Africa National Gallery, Cape Town (2000).

### **Jake Scott.**

Born in 1965, this Englishman has been directing commercials and music videos for over 15 years. He has earned stellar recognition in his field, including numerous MTV awards, a Grammy nomination, an Emmy and the Grand Prix at Cannes. His clients include renowned brands like Adidas, American Express, AOL, Coca Cola and JP Morgan. The list of artists he has worked with reads like a Who’s Who of the music industry: REM, U2, Smashing Pumpkins and George Michaels. The son of noted director Sir Ridley Scott („Alien“, „Blade Runner“, „Gladiator“) has just completed work on his second feature-length film, „Welcome to the Riley’s“ with „Sopranos“ star James Gandolfini.

### **BMW and contemporary art.**

The BMW Group has been closely linked with contemporary art for many years. For more than 30 years the company’s Art Cars have presented outstanding contemporary artists with the three-dimensional surface of various sports cars as a canvas for their work. The BMW Art Car Collection has since gained international renown and comprises the creations of well-known artists such as Andy Warhol, Frank Stella, Alexander Calder and Olafur Eliasson. Today, commitment to the arts is an integral part of corporate communications at the BMW Group.

### **BMW Group DesignworksUSA.**

BMW Group DesignworksUSA is a global design consultancy and subsidiary of the BMW Group. The company, which was acquired by the BMW Group in 1995, now

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operates globally from its locations in Europe, America and Asia. Clients turn to DesignworksUSA for brand communications, strategy, research, design development, engineering, modeling, and color, materials, and finish. Unique to DesignworksUSA, they have both an automotive and industrial design studio, enabling the transfer of collective knowledge and inspiration from automotive design to product design and vice versa. The studio represents a guiding force for the BMW Group brand design studios (BMW, MINI and Rolls-Royce Motor Cars) and simultaneously operates as an innovation driver for the most diverse industries from IT to medical, lifestyle or aviation.

Since 2004, Verena C. Kloos has overseen the strategy and operations for the Munich, Los Angeles and Singapore design studios. The designs consistently express the individual identity of a brand, so each product devised by BMW Group DesignworksUSA gains its specific uniqueness. Thanks to this approach the design studio stands out significantly from its competitors, winning big brand name clients – from Microsoft and HP, Starbucks, Embraer, Advanced Medical Optics and Bavaria Yachts to Boeing Business Jets.

### **International Design Awards for BMW.**

#### **2009**

New BMW 7 Series	Red Dot Award
New BMW Z4 Roadster	Red Dot award
New BMW Z4 Roadster	IDEA Design Award
BMW exterior styling	Best Exterior Design Brand – Luxury” Award from Kelley Blue Book
BMW Welt	International Wallpaper Design Award

#### **2008**

BMW 3 Series Convertible	Red Dot Award - Best of the Best
BMW X5	Red Dot Award
BMW 1 Series Coupe	Red Dot Award
BMW 3 Series Convertible	iF Gold Award 2008
BMW X6	EyesOn Design Award at US Auto Show.

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**2007**

BMW X5

und sport

BMW 5 Series

BMW 1 Series

BMW 3 Series Convertible

BMW Group

Award

“Autonis” Best New Design by Auto motor

Second place in the luxury class category

Third place in the compact vehicles category

Third place in the convertibles category

Design Team of the Year 2007 in Red Dot

**2006**

BMW Group

BMW 6 Series Coupe and

Germany

Convertible

Ranking Design 2005/2006

Design Award of the Federal Republic of

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**BMW in Indonesia**

PT. BMW Indonesia is a wholly-owned subsidiary of Bayerische Motoren Werke (BMW) AG, the world manufacturer of BMW vehicles based in Munich, Germany. The establishment of this subsidiary in April 2001 reflects the BMW Group's confidence in the long-term future of Indonesia and its commitment to maintaining and extending BMW's leading position in the premium market segment. PT. BMW Indonesia's activities cover the wholesale of BMW cars, spare parts and accessories, as well as the overall planning of sales, marketing, after-sales, and related activities in Indonesia. Its dealership network covers 11 new car dealers and 1 used-car dealer spread out in various cities in Indonesia. Selected models of the 3 and 5 Series sedans are also assembled in Indonesia by a local partner. More information about BMW Indonesia may be found online at [www.bmw.co.id](http://www.bmw.co.id).

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