



Media Information
June 2, 2010

BMW celebrates the 35th anniversary of its Art Car Collection.

Munich. Since 1975, outstanding artists from all over the world have been involved in creating the BMW automobiles of their era. In 2010, the BMW Art Car Collection is celebrating its 35th anniversary for which internationally acclaimed artist Jeff Koons conceived the 17th work of the collection.

The 17 “rolling sculptures” which have thus far been presented in the Collection include works by well-known artists such as Alexander Calder, Frank Stella, Roy Lichtenstein, Andy Warhol, Robert Rauschenberg, A.R. Penck, David Hockney, Jenny Holzer, Olafur Eliasson and Jeff Koons. The Art Cars reflect the developments in art history with regard to fine art, design and technology and are displayed worldwide in major museums such as the Paris Louvre, the Royal Academy in London, the New York Whitney Museum of Modern Art, Venice’s Palazzo Grassi, Sydney’s Powerhouse Museum and the Guggenheim Museums of New York and Bilbao. In the future, too, Art Cars will document the fascinating link between art and technology in international exhibitions.

The idea for the collection – to have a car designed by an artist – was initiated by French auctioneer and passionate race car driver Hervé Poulain. Upon his initiative, the American Alexander Calder designed his BMW racing car – the BMW 3.0. CSL – at the beginning of the 1970s. The first vehicle to bring together the worlds of art and motor sport took part in the 24-hour race of Le Mans. The enthusiastic reception was the spark of inspiration that led BMW to create the Art Car Collection.

Between 2006 and 2009 BMW Art Cars were sent on an extensive world tour, which took them to museums in Malaysia, Singapore, the Philippines, Korea, Australia, India, Taiwan, China, Russia, Japan, Africa, the United States and Mexico.

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