



Media Information

July 22, 2011

## **BMW Art Car by Jeff Koons is one of the highlights of the IIMS 2011.**

**Jakarta.** The BMW Art Car by Jeff Koons with a splash of bright colors becomes the center of public attention when the 19<sup>th</sup> IIMS opens to public. This extraordinary “art on wheel” visits Jakarta in its tour to Asia. Jeff Koon’s Art Car visits Hong Kong, Singapore, Jakarta, Seoul and Tokyo in its 2011 Asia Tour.

The 17<sup>th</sup> Art Car from BMW Museum collection will be on display in the 19<sup>th</sup> Indonesia International Motor Show from 22 up to 31 July 2011 at Jakarta International Expo Kemayoran. Jeff Koons is one of the top American modern contemporary artists whose works include at least one world record auction price for a work by a living artist.

The BMW Art Car by Jeff Koons was unveiled on June 1, 2010 at the Centre Pompidou, one of the world’s most prestigious cultural institutions for modern and contemporary art. The Art Car also raced at the world’s most famous endurance race, the 24 Hours of LeMans in France in the same month.

### **The Design Process.**

As part of his creative process, the artist collected images of race cars, related graphics, vibrant colors, speed and explosions. The resulting artwork of bright colors conceived by Koons is evocative of power, motion and bursting energy. Its silver interior along with the powerful exterior design, the Art Car will impart a dynamic appearance even when it’s standing still.

“These race cars are like life, they are powerful and there is a lot of energy,” said Koons. “You can participate with it, add to it and let yourself transcend with its energy. There is a lot of power under that hood and I want to let my ideas transcend with the car – it’s really to connect with that power.”

The challenge to create the BMW Art Car had to do with using a light material and a design that would not interfere with the racecar's aerodynamics and weight. Timing was also an issue, as there was only a two month window between the first design sketches and the Paris world premiere. This is why digital print on car wrapping vinyl was used covered by a double clear-coating to bring out the color. To apply hundreds of dynamic lines of Koons' design onto the car, CAD designs were translated from 3D into 2D for the printing process and then painstakingly applied to the entire car as well as onto individual spare parts. Koons design incorporates many bright contrasting colors to communicate the aesthetics of power. The concept design was transformed into hard edged lines of color. Graphics of debris were added to the rear sides and back of the car to simulate the power of the car. Furthermore, two graphic rings on the rear of the car represent supersonic acceleration.

### **Koons and BMW.**

The germination of Koons' collaboration with BMW began in 2003, when he expressed his desire to create a BMW Art Car. His relationship with BMW started more than two decades ago when he drove a BMW while residing in Munich, home to the BMW Group headquarters. Koons is known for his heartfelt appreciation of cars. Earlier this year he was even recognized by music icon Bono of U2 as one of the ideal artists to design a car that would make the world fall in love with automobiles again.

Koons' creative process for the BMW Art Car mirrors techniques, some borrowed from transportation design and development, which he regularly employs for his artistic production. For example, in the creation of Koons' monumental sculptures, his studio uses 3-D CAD models to evaluate the surfaces, assembles them via methods found in bike chop shops, and paints them in a manner based on sophisticated automotive painting techniques.

### **The BMW M3 GT2.**

The BMW M3 GT2 designed by Jeff Koons is a thoroughbred sports car. Derived from the BMW M3 high-performance sports car, the BMW M3 GT2 boasts a 4.0-liter V8 engine with a maximum output of 500 hp, an upgraded chassis, racing-caliber brakes, and extensive use of lightweight materials. The car is able to reach 100 km/h in only 3.4 seconds.

## **BMW Art Cars.**

Since 1975, artists from throughout the world have turned BMW automobiles into art signifying a particular period through the Art Car program. In 2007, the latest installment was revealed with Olafur Eliasson's "Your mobile expectations: BMW H<sub>2</sub>R project." Many of the cars by the likes of Warhol, Lichtenstein, Stella, Rauschenberg, Hockney and Holzer have been exhibited in renowned museums throughout the world including the Louvre, the Guggenheim Museums, and the Shanghai Art Museum. They have been displayed at the BMW Museum in Munich, between 2006 and 2010 and many went on a world tour throughout Asia, Russia, Africa, India, the United States and Mexico. The Koons car number, "79," pays tribute to the 1979 Andy Warhol car. The Warhol car was assigned the number "76," an homage to the 1976 Frank Stella car, both of which raced at Le Mans.

The home of all BMW Art Cars is the BMW Museum in Munich. Starting in September, Koons' 17<sup>th</sup> BMW Art Car will be presented there together with some of its predecessors.

With over 100 major projects worldwide, BMW Group cultural programs have been an integral part of the company's contributions to society for almost 40 years. Besides contemporary art, architecture and design, classical music and jazz are key components of this engagement.

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## **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of more than 1.43 million automobiles and over 101,000 motorcycles for the 2008 financial year. Revenues for 2008 totalled EUR 53.2 billion, with earnings before interest and taxes (EBIT) of EUR 921 million. The company employed a global workforce of approximately 98,000 associates on 30 September 2009.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain,

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comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.

### **BMW Group 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.

PT. BMW Indonesia's activities cover the wholesale of BMW and MINI 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 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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