

Media Information
April 12, 2018

“Garage/BMW : Art/Tech Grant”.

BMW Group Russia and Garage Museum of Contemporary Art announce major long-term partnership and the first recipient of the grant.

Moscow. Sergey Kasich is the first recipient of the joint “Garage/BMW : Art/Tech Grant” program by BMW Group Russia and Garage Museum of Contemporary Art which was announced this Tuesday. The grant program is aimed at supporting individual and collective art projects in the field of IT, engineering and science art. Over the period of one year year, Sergey Kasich will receive a monthly scholarship and will be able to implement his art project "Spaces of Silence". The artist will also be able to consult with BMW designers and engineers on the realization of his project and visit BMW Headquarters, BMW Museum, BMW Welt and other relevant locations.

Sergey Kasich’s project “Spaces of Silence”

Every year, the acoustic environment of modern cities is becoming noisier. A number of countries already have legislation in place to protect the sense of hearing of its population, but these standards are not always met. It is scientifically proven that overabundance of auditory stimuli can adversely affect the mental and even physical health of living beings. Similar to programs that protect urban architecture, Sergey Kasich proposes to preserve silence with the help of a hybrid public art project that combines modern parametric architecture, digital design, sound art, experimental acoustics as well as work with urban data and research in the field of materials.

The project involves measuring the noise level in a city, zoning of noise environments, the detection of relatively quiet areas of open space and the creation of special structures in selected locations made of noise-absorbing screens equipped with echo surfaces on the inside. The design is set to solve a contradictory task: creating a space protected from the noise inside and outside, while leaving it as open as possible. Places of silence are preserved and become even quieter, creating unique environments for the visitor to experience sound in unexpected ways.

Stefan Teuchert, President of BMW Group Russia, said about the partnership: "With BMW at the forefront of technological innovation and digital leadership when it comes to its core business, Garage is a natural partner when it comes to exploring art and technology. For the past fifty years, BMW has been involved in hundreds of cultural initiatives worldwide. Both Garage and BMW are now putting their heads, know-how and networks together to create meaningful platforms for contemporary art in the future. As a cultured brand, we believe in empowering innovation and aesthetics, creating unique and immersive experiences in everything we do. BMW's long-term partnership with Garage, thus, creates a strong bond with one of the great international hubs for the arts of today and tomorrow."

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BMW Group's partnership with Garage Museum of Contemporary Art

BMW Group Russia and the Garage Museum of Contemporary Art have launched their long-term cooperation in 2017. With this partnership, the BMW Group aims at making art and culture more accessible and, in particular, supporting contemporary art in Russia.

Recognizing the need for institutional support of culture and art in Russia, Garage Museum of Contemporary Art founded the first grant program for emerging artists in 2012. This program is still the only one of its kind in the country. Recipients of the grant work in various areas of contemporary art: video art, photography, performance, painting, street art.

BMW Group Russia concentrates its efforts mainly on the recently included Art and Technology section, which supports emerging artists and artist groups working with information and engineering technologies as well as in the field of science art. Offering emerging artists a period of financial independence, the Art/Tech Grant allows them to become more deeply engaged in creative activities, to grow professionally and to conduct research. The recipient will also be invited to take part in BMW Group's and Garage's activities and will have the opportunity to travel to Munich together with the curator of the program to visit well-known museums, including the BMW Museum.

The cooperation of both parties extends beyond the grant program. The BMW Group has amongst others supported the exhibition "Under the Radiation Falls", presenting the work of Takashi Murakami, and the PERFORM film festival in 2017. In addition to that, BMW Group Russia has launched the children's educational project BMW Junior Campus on the Arts Square in front of the museum. Young visitors of the Museum and the Gorky Park can learn about safe and responsible behavior on the road in short, entertaining workshops.

About Sergey Kasich

Sergey Kasich (b. 1984) is an interdisciplinary artist, designer of interactive installations, curator and musician. He graduated from the psychology department of Moscow State University M. V. Lomonosov (2006). Initiator (2014) and curator of the Moscow gallery of sound art SA)) gallery and Moscow Studio of experimental sound and multimedia technology SA)) studio. In 2015, he was a member of the international jury of Prix Ars Electronica (Austria); in the same year, he supervised Russian Sound Art Showcase — the program of projects of Russian sound artists at the festival Ars Electronica 2015 (Linz, Austria). The artist's works were presented at numerous exhibitions and festivals in Austria, Great Britain, Germany, Italy, Kazakhstan, Russia and Japan.

Garage Museum of Contemporary Art

Founded in 2008 by Dasha Zhukova and Roman Abramovich, Garage is the first philanthropic institution in Russia to create a comprehensive public mandate for contemporary art. Providing opportunities for dialogue as well as the production of new work and ideas, the Museum's extensive program of exhibitions, events, education, research and publishing reflects current developments in Russian and international culture. Central to these activities is the Museum's collection, which is the only public archive in the country related to the development of Russian contemporary art from the 1950s to the present.

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The organization was initially housed in (and received its name from) the renowned Bakhmetevsky Bus Garage in Moscow, originally designed by Constructivist architect Konstantin Melnikov. On June 12, 2015, Garage welcomed visitors to its first permanent home. Designed by OMA, this is a groundbreaking preservation project that has transformed the famous Vremena Goda (lit.: seasons of the year) Soviet Modernist restaurant built in 1968 in Gorky Park into a contemporary museum.

The Iris Foundation was founded in 2008 by Daria Zhukova and is a non-profit organisation dedicated to promote the understanding and development of contemporary culture. The Iris Foundation supports all activities of the Garage in Russia and all over the world.

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About BMW Group's Cultural Commitment

For almost 50 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on contemporary and modern art, classical music and jazz as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have co-operated with BMW. Currently, female artist Cao Fei from China and American John Baldessari are creating the next two vehicles for the BMW Art Car Collection. Besides co-initiatives, such as BMW Tate Live, the BMW Art Journey and the "Opera for All" concerts in Berlin, Munich and London, the company also partners with leading museums and art fairs as well as orchestras and opera houses around the world. The BMW Group takes absolute creative freedom in all its cultural activities – as this initiative is as essential for producing groundbreaking artistic work as it is for major innovations in a successful business. In Russia, for more than 10 years, the BMW Group has supported the Bolshoi Theatre and selected cultural initiatives.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview
Facebook: <https://www.facebook.com/BMW-Group-Culture-925330854231870/>
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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

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The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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