

Media Information  
April 16, 2018

## **BMW and Artsy announce major global partnership. Cooperation kicks off with a video series featuring Trevor Paglen, Elizabeth Diller and Marcel Dzama.**

**Munich/ New York.** BMW and Artsy join forces to collaborate on promoting the arts on a global scale. The beginning of their cooperation is **The Future of Art**, a series of short videos. Launched in 2017, each film features a creative opinion leader speaking on the future of artistic output and innovation in the arts. The first two films featured Trevor Paglen and Elizabeth Diller. As of today, the third short video of Marcel Dzama is available online continuing the series. Beyond the film series BMW and Artsy are planning to develop new digital ideas for the art world.

With BMW at the forefront of technological innovation and digital leadership when it comes to its core business, Artsy is a natural partner in the cultural realm. For the past fifty years, BMW has been involved in hundreds of cultural initiatives worldwide. Both Artsy and BMW are now putting their heads, know-how and network together to create meaningful platforms for contemporary art in the future.

What does the future of art look like? How will the role of art evolve in an increasingly digital, global, and image-saturated world? Both, the film series and future projects to come, will deal with this questions. As for now the series of films, each featuring one creator's unique vision, Artsy explores where artistic output is headed. Reflecting on the role of tradition in an age of rapid technological advancement, the potential impact of new work – from intimate drawings to cutting-edge buildings – on the audience of the future is discussed by the artist Trevor Paglen, the architect Elizabeth Diller and the painter, draughtsman and filmmaker Marcel Dzama.

### **Sebastian Cwilich, Co-founder, president and COO Artsy:**

“There is natural synergy between Artsy and BMW. As a pioneer in technology and design and a longtime supporter of the arts, BMW is the perfect partner for Artsy as we push forward the conversation around art and culture and together bring the stories of creative visionaries to life. We look forward to expanding our relationship and continuing to innovate at the intersection of art and technology.”

### **Jörg Reimann, Head of BMW International Brand Experience:**

“We believe in empowering innovation and aesthetics, creating unique and immersive experiences in everything we thrive in. As a cultured brand, BMW's long-term partnership with Artsy creates a strong bond with one of the greatest entity's thriving audaciously in today's art world.”

### **Trevor Paglen**

In his artistic work, Trevor Paglen focuses on cutting-edge technology, yet he imagines the future of art to remain firmly rooted in forms of the past. Working with the Nevada Museum of Art for the launch of Orbital Reflector, Paglen pictured a satellite that will be visible from Earth and is intended to encourage a healthier relationship between humans and their environments.

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**Elizabeth Diller**

The boundary-pushing architect whose interdisciplinary design studio Diller Scofidio&Renfro is known for groundbreaking projects that repurpose unconventional materials and play with space, presents her future of art in the second film. Diller contemplates on how buildings can transcend time by design, while accommodating the continuous evolution of the activities and art forms that will exist within them.

**Marcel Dzama**

Painter, draughtsman, and filmmaker Marcel Dzama is known for his fantastical, Surrealist-influenced ink and watercolor drawings of hybrid characters. Inside his whimsical Brooklyn studio, Dzama describes the tension between artists who embrace and those who reject new technologies in their work. He also communicates a desire for humanity to slow down in an age when information comes at us with ever-quickenning pace.

**Artsy** is the global platform for collecting and discovering art. Artsy partners with leading museums, international galleries, auction houses, and art fairs to create the world's largest art marketplace. Artsy's technology enables the growth of the entire art market by effectively connecting supply and demand at a global scale. With 2,500+ partners across 90+ countries and the most-read art publication online, Artsy empowers a global audience to learn about, discover, and collect art. Launched in 2012, Artsy is headquartered in New York City with offices in London, Berlin, Hong Kong, and Los Angeles.

To watch **The Future of Art** video series and for further information, please refer to: <https://www.artsy.net/series/artsy-editors-future-art>

**For further questions please contact:**

Prof Dr Thomas Girst  
BMW Group Corporate and Governmental Affairs  
Cultural Engagement  
Telephone: +49 89 382 24753  
Fax: +49 89 382 24418

Stefanie Jennes  
BMW Group Corporate and Governmental Affairs  
Cultural Engagement  
Telephone: +49 89 382 30804  
Fax: +49 89 382 24418

[www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-Mail: [presse@bmw.de](mailto:presse@bmw.de)

**Artsy press contact:**

Anna Carey  
[Anna@artsy.net](mailto:Anna@artsy.net)  
Media Relations



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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. In 2016 and 2017, female artist Cao Fei from China and American John Baldessari created 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.

Further information: [www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/culture/overview](http://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 31 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 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

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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