

Media Information
June 1, 2018

BMW partner of Art Basel. **World premiere of sound artist Samson Young and BMW Art Journey Talk with international artists.**

Basel. From June 14 to 17, 2018, the Swiss edition of Art Basel will once again present a wide range of artistic oeuvres by more than 4,000 artists represented by 290 of the leading galleries worldwide to the international art world. As longstanding global partner of the shows in Basel, Miami Beach and Hong Kong, BMW will once again offer its VIP shuttle service and invite visitors to the BMW Reception as well as the BMW Art Journey Talk.

On the evening of June 12, the **first preview day** of the show, BMW will host an exclusive reception at UBS Forum together with Art Basel and UBS. Together with the Basel Chamber Orchestra, Samson Young, winner of the first BMW Art Journey, a joint initiative founded in 2015 by BMW and Art Basel, will perform an arrangement of one of the movements from a recent composition, titled "Such Sweet Thunder," which incorporated recordings of bells collected during his journey.

Celebrating the third anniversary of the BMW Art Journey, the **BMW Art Journey Talk** will take place on June 13. As part of a panel, three former winners of the BMW Art Journey will talk about their experiences, encounters and insights gained during their respective journeys. The event will feature Hong Kong-born media artist and composer Samson Young, British artist and graduate of English Literature Abigail Reynolds and Los Angeles-based artist and landscape architect Max Hooper Schneider.

"For Whom the Bell Tolls: A Journey Into the Sonic History of Conflicts" is the title of Samson Young's BMW Art Journey 2015. During his journey, the artist focused on bells that give form to the idea of "conflict" in a variety of ways. Young documented the bells to create works of visual art and music composition in response to them. For further information, please visit www.press.bmwgroup.com/samson-young-is-awarded-the-first-bmw-art-journey

On her motorcycle trip, Abigail Reynolds visited several continents the lost libraries of the Silk Road to connect the complex religious and secular narratives of Europe and Asia. In her BMW Art Journey 2016 "The Ruins of Time: Lost Libraries of the Silk Road", Reynolds documented her journey photographically and created a cluster of objects, structures and moving-image works, the latter being her first attempt to work in this medium. For further information, please visit www.press.bmwgroup.com/abigail-reynolds-is-awarded-the-next-bmw-art-journey

Max Hooper Schneider's BMW Art Journey 2017 "Planetary Vitrine: The Reef as Event" is a maritime exploration of coral reefs around the globe. Each reef system, from the Bikini Atoll and the reef affected by the nuclear accident in Fukushima, Japan, to Lake Baikal in Russia has been compromised by its contact with humans. Hooper Schneider used insights and the documentation from his journey to create vitrines serving as aquariums, co-created by artist, reef, and other natural and human participants in the process. For further information, please visit www.press.bmwgroup.com/max-hooper-schneider-selected-for-next-bmw-art-journey

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The next winner of the BMW Art Journey will be announced during the BMW Art Journey Talk. The nominees are: **Ali Kazim**, represented by Jhaveri Contemporary, Mumbai, **Zac Langdon-Pole**, represented by Michael Lett, Auckland, and **Gala Porras-Kim**, represented by Commonwealth and Council, Los Angeles.

As long-term partner, BMW has supported the shows of Art Basel in Basel, Miami Beach and Hong Kong for many years. Launched in 2015, the BMW Art Journey is a collaboration between Art Basel and BMW, created to recognize and support emerging artists worldwide. From 2018 onwards this unique award is open to artists who are exhibiting in the Discoveries sector during Art Basel in Hong Kong. A judging panel comprised of internationally renowned experts meet first to select a shortlist of three artists from the sector, who are then invited to submit proposals for a journey aimed to further develop their ideas and artistic work. The jury reconvenes to choose a winner from the three proposals. For further information on the BMW Art Journey, please visit: www.bmw-art-journey.com.

In addition to Art Basel in Basel, Miami Beach and Hong Kong, BMW supports renowned art fairs and art initiatives including TEFAF, Gallery Weekend and Kochi Muziris Biennale. BMW further cooperates on a long-term basis with cultural institutions and creative minds the world over to promote formats such as BMW Tate Live or Preis der Nationalgalerie.

For further information on the cultural engagement of BMW Group, please visit: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview.

For further questions please contact:

Prof Dr Thomas Girst
BMW Group Corporate and Intergovernmental Affairs
Head of Cultural Engagement
Telephone: +49 89 382 247 53

Stefanie Jennes
BMW Group Corporate and Intergovernmental Affairs
Cultural Engagement
Telephone: +49-89-382-30804

www.press.bmwgroup.com
Email: presse@bmw.de

Dorothee Dines
Art Basel
Art Basel Global Head of Media Relations
Telephone: +41-58-206-27-06
Email: press@artbasel.com

About Art Basel Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, and Hong Kong. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition.



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Art Basel's engagement has expanded beyond art fairs through a number of new initiatives. In 2014, Art Basel launched its Crowdfunding Initiative which catalyzed much-needed support for outstanding non-commercial art projects worldwide and helped garner pledges in excess of USD 2 million in support of around 70 art projects from around the globe – from Bogota to Ho Chi Minh City, San José and Kabul. For Art Basel Cities, launched in 2016, Art Basel is working with selected partner cities to develop vibrant and content-driven programs specific to the individual city. Connecting them to the global art world through Art Basel's expertise and network, Art Basel Cities supports its partners to develop their unique cultural landscape. For further information, please visit artbasel.com.

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 and www.bmwgroup.com/culture/overview
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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.

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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