

Media Information  
August 11, 2021

## **BMW India is partner of India Art Fair.**

Now in its fifth year, the partnership marks a new, year-round collaboration.

**New Delhi.** BMW Group India is pleased to announce the partnership with the upcoming 13th edition of India Art Fair, the leading platform to discover modern and contemporary art from South Asia, running from 3 to 6 February 2022 at NSIC Exhibition Grounds, New Delhi. Now in its fifth consecutive year, the partnership marks a new, year-round collaboration celebrating the region's artists and dynamic arts scene through a series of dedicated initiatives and commissions.

The partnership focuses on growing India Art Fair's digital presence and audiences for the arts through new online editorial including **BMW Artist Films**, comprising studio visits and interviews; an expanded **IAF Parallel** programme highlighting events and exhibitions by South Asia's leading galleries, museums and alternate arts spaces; and a **BMW Art Talk** that will shine a light on an important artist inspiring change today.

With an ongoing ambition to foster a spirit of collaboration and creativity, India Art Fair introduces this year's **Artists in Residence** programme featuring a strong line-up of talks and live participatory workshops. Artists taking part include Indian photographer, performance and feminist artist **Indu Antony** (Bangalore); recent Inlaks Fine Art Awardee, textile artist and sculptor **Gurjeet Singh** (Chandigarh); multidisciplinary artist **Arpita Akhanda** (Santiniketan) whose works address political concerns for human rights and justice; and mixed media artist **Haroun Hayward** (London) whose influences include 90s dance music, graffiti, African and South Asian textiles and miniature painting traditions.

India Art Fair will also launch website archives of past fair editions and a new noticeboard, an open listing platform for jobs, grants and residencies for artists and arts professionals from India and South Asia. The initiatives reaffirm India Art Fair's commitment to supporting arts education and professional development opportunities for young people and adults within India and internationally.

**Jaya Asokan, Fair Director, India Art Fair** commented, "We are delighted to continue our partnership with BMW India which, now in its fifth year, marks a new chapter for India Art Fair. As we look forward to returning to a physical event in 2022, we are excited to launch this new series of initiatives and year-round programmes. We believe in the power of art to inspire and through these initiatives, seek to champion a more inclusive, creative and sustainable world for artists and art lovers."

**Vikram Pawah, President, BMW Group India** commented, "For over 50 years, various global cultural initiatives have been an integral part of BMW Group's social sustainability. Taking this commitment forward, BMW India has valued and nurtured cultural engagements and co-operations with leading art platforms in the country. Our resolve to strengthen intercultural platforms of creativity in the fields of art, music, design, and architecture remains undeterred. The world around us is

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transforming amidst challenging times and art serves as a constant source of creative inspiration and hope. BMW India is delighted to present the latest edition of the India Art Fair in its new avatar for connoisseurs of art and automobiles.”

Exhibitor applications for the 2022 edition are open. To find out more about India Art Fair’s programmes and initiatives, visit [www.indiaartfair.in](http://www.indiaartfair.in)

**For further questions please contact:**

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**About India Art Fair**

India Art Fair is the leading platform to discover modern and contemporary art from South Asia, offering a unique access point to the region’s thriving cultural scene.

Taking place annually in India’s capital, New Delhi, the fair reflects the city’s fast-developing local arts scene, while offering curated insights into the cultural landscapes of neighbouring countries. The fair’s programme – which draws together galleries and artists, private foundations and arts charities, artists’ collectives, national institutions, cultural events and festivals - enables international audiences to engage in innovative ways with the cultural history and development of the region.

The fair is committed to supporting arts education and professional development opportunities, recognising the crucial need to support the development of the local arts scene, and providing dedicated exhibition space to emerging galleries and arts organisations. Around the year, the fair aims to run an extensive programme of events, including education initiatives, artist commissions and pop-up programmes, aiming to increase audiences for the arts within India.

India Art Fair is owned by Angus Montgomery Arts, a division of Angus Montgomery Ltd.

**About Jaya Asokan**

Jaya Asokan is Fair Director at India Art Fair, where she is responsible for the strategic and curatorial enhancement of the fair, and increasing its footprint in India and internationally.

Bringing over 20 years of experience in numerous creative industries including arts, culture, design, fashion and luxury, Jaya has played an important role in repositioning the fair whilst spearheading

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international gallery and institutional participation along with overseeing the partnerships and production.

Prior to this, Jaya has worked at Saffronart, India's leading online art and antiquities auction house, and served in senior positions at a premier gallery and other luxury retail and internet companies in India and the US.

Jaya has a bachelors in Fine Arts and a graduate degree from Parsons School of Design in New York. Driven to promote diversity and development opportunities, she mentors start-ups, young professionals and is part of committees at prestigious grant-making organisations including the Fulbright Scholar Program.

### **Celebrating 50 Years of BMW Cultural Engagement**

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale  
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BMW Art Journey **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu  
Zaha Hadid Les Rencontres d'Arles Jeff Koons Acute Art Tate Modern **LONGEVITY** Artsy  
BMW Open Work by Frieze **PARTNERSHIP** Andy Warhol BMW Guggenheim Lab Lu Yang  
Samson Young Bavarian State Opera BMW Welt Jazz Award **CREATIVE FREEDOM** Tefaf  
**INTERACTION** State Academic Bolshoi Theatre of Russia Kyotographie Premio de Pintura  
Garage Museum of Contemporary Art Paris Photo **SUSTAINABILITY** Leelee Chan Art Dubai  
Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

Why Culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, sometimes even unsettling. As corporate citizen, the BMW Group takes social responsibility seriously, and as part of that, it has been involved in hundreds of cultural initiatives worldwide for half a century, through the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and is as essential a component of creating groundbreaking works as it is for major innovations within a business enterprise like ours.

Further information:

<https://www.bmwgroup.com/en/responsibility/gesellschaftliches-engagement/culture.html> and  
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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 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.



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