

Media Information  
October 14, 2021

## **BMW ART MAKERS.**

New BMW Group France arts patronage program to support artist-curator duo leading to the completion of a visual art project.

**Paris.** After twenty wonderful years spent supporting photographers and ten years of the BMW Residency, BMW Group France is now reorienting its support for the arts and reinventing its model. While its new program continues to focus on emerging work, experimentation and image-making, the scheme's scope has been broadened to include all visual arts, with a scholarship offered to an artist-curator duo and a budget available for researching and producing works.

The human-machine relationship, creativity and innovation, support and commitment are all key BMW Group values. Support is evident in the patron company's close collaboration with the artists. It works with them at each step of the way, respects their vision, enables them to take bold steps, and provides them with the material and financial resources required to complete their project. Commitment is reflected in our belief that involvement in cultural patronage a self-evident step, since it initiates an emotional conversation with our society. Everything makes sense in this light. A people-focused approach is a key element of our vision. The freedom to create is equally vital to artists and BMW as a designer of disruptive innovations for sustainable and responsible mobility.

### **BMW ART MAKERS: a program supporting experimental and visual art to see differently.**

"In a world full of uncertainty, BMW ART MAKERS represents an opportunity for emerging talent in the visual arts world. The program encourages artists to take an alternative perspective on the major issues facing the modern world and on key societal challenges. They are given complete freedom to develop this perspective through experimentation and completion of a multi-dimensional visual arts project", comments Vincent Salimon, CEO of BMW Group France.

For 10 years, the BMW Residency, under the remarkable and demanding artistic direction of François Cheval, has accompanied laureates who questioned the new practices linked to the history of photography at the Nicéphore Niépce Museum, and then new techniques and the relationship to the image at GOBELINS.

Today, BMW Group France is now seeking to address the profound societal change currently taking place. The BMW ART MAKERS new program supports projects that essentially involve producing images, but also entail exploration of all contemporary image-making dimensions and formats (photography, film, video and computer-generated, virtual, digital images and their presentation to audiences), choosing and researching media, reproduction techniques, and dissemination networks.

### **BMW ART MAKERS: a scholarship and production budget for an artist-curator duo seeking to complete a joint artistic project.**

Since two brains are better than one, BMW ART MAKERS is seeking to bring together and support an emerging visual artist and a curator through its calls for applications for which the two parties must apply jointly. This partnership draws on the

Media Information

October 14, 2021

Date

Subject BMW ART MAKERS.

Page

2

strength of a strong, like-minded duo to generate the trust and competitive spirit required for completing a major project from the initial idea to the end work. The curator is just as important as the artist in terms of implementing an artistic project and ensuring a concrete piece of work results from it.

This is the first time that a program of this scale offer a curator support through a visual arts project scholarship alongside an artist. S/he will perform the role of artistic director, scenographer and designer, ensuring that the project is completed to the artistic standards, time frame and budget specified in the call for applications.

### **BMW ART MAKERS: unique mentoring provision from jury members.**

Since big ideas need plenty of support to get off the ground, members of the project selection jury will also act as mentors during the creative process. BMW Group France would like to sincerely thank these major figures in the art world for accepting this role so enthusiastically and ensuring that the project and work meet the highest standards.

The BMW ART MAKERS jury consists of:

- Maryse Bataillard, Head of Cultural Patronage at BMW France
- Léa Bismuth, curator and art critic
- Florence Bourgeois, Director of Paris Photo
- Hervé Digne, collector
- Nathalie Mamane Cohen, collector
- Chantal Nedjib, photography image consultant
- Jérôme Poggi, Galerie Jérôme Poggi
- Christoph Wiesner, Director of Rencontres d'Arles

### **BMW ART MAKERS: financial and material support.**

And since big ideas need to be funded and given concrete expression, BMW Group France is offering:

- a €10,000 scholarship for the artist
- an €8,000 scholarship for the curator
- a €15,000 budget for researching and producing works production of a personal exhibition included in the program for Rencontres d'Arles and Paris Photo
- mentoring from jury members
- support with communications

### **BMW ART MAKERS: thinking, creating, and most importantly... making things happen.**

Research and experimentation are only the starting points of the artistic project. Once completed, BMW Group France will promote the project through major international arts events including the Rencontres d'Arles and Paris Photo.



Media Information

October 14, 2021

Date

Subject BMW ART MAKERS.

Page

3

## **Responding to the call for applications.**

Duos can submit their applications between **October 8 and December 15, 2021** through the dedicated platform <https://bmw-art-makers.plateformecandidature.com/>. Further information is available on [https://www.instagram.com/bmwgroupculture\\_fr/](https://www.instagram.com/bmwgroupculture_fr/). Nominated duos will be contacted in early January to present their project to the jury and the winning duo will be announced mid-January 2022.

## **BMW Group and art.**

Over the past 50 years, BMW Group has proven its commitment to culture, running the full gamut from Frank Stella to Andy Warhol and Jeff Koons, and most recently, the emerging artists of the BMW Residency. All these years have been spent promoting a fresh artistic perspective and encouraging myriad combinations of different techniques, whether in contemporary art, music, architecture, design or photography, which BMW France has been patron since 2003. This has led to the completion of approximately one hundred projects throughout the world.

### **For further questions please contact:**

Prof. Dr Thomas Girst  
BMW Group Corporate and Governmental Affairs  
Head of Cultural Engagement  
Telephone: +49 89 382 24753  
Email: [Thomas.Girst@bmwgroup.com](mailto:Thomas.Girst@bmwgroup.com)

Maryse Bataillard  
BMW Group France  
Head of Corporate Communications and Public Relations  
Telephone: +33 (0)1 30 03 19 41  
Email: [maryse.bataillard@bmw.fr](mailto:maryse.bataillard@bmw.fr)

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

Maud Prangey  
Press officer  
Telephone: +33 (0)6 63 40 54 62  
Email: [mprangey@gmail.com](mailto:mprangey@gmail.com)

Media Information

October 14, 2021

Date

Subject BMW ART MAKERS.

Page

4

## **BMW Group France commitment to photography.**

The BMW Art & Culture Program is part of a sponsorship policy whose 50th anniversary is being celebrated by BMW Group this year. BMW Group France has been sponsoring photography since 2003, when it entered an initial partnership with Paris Photo, before teaming up with the Rencontres de la Photographie event in Arles in 2010. Having previously sponsored artists backed by galleries, it launched the BMW Residency in 2011 with the Nicéphore Niepce Museum to support emerging work. The scheme celebrates its 10th anniversary this year following 4 years of residencies at the GOBELINS School of Visual Arts. "BMW Group has always been driven by a pioneering spirit. Agility, creativity and innovation are key qualities for inventing the mobility of the future. In France, BMW Group sponsors photography to provide a space for artists to express themselves freely and encourage the emergence of new talent," comments Vincent Salimon, CEO of BMW Group France. Latest BMW Residency Laureate Almudena Romero will exhibit her work "The Pigment Change" at Paris Photo 2021.

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

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale BMW Art Cars Berlin Biennale Ólafur Elíasson Art Basel Max Hooper Schneider 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.

Facebook: <https://www.facebook.com/BMW-Group-Culture>

Instagram: <https://www.instagram.com/bmwgroupculture/>

@BMWGroupCulture

#BMWGroupCulture

## **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.

[www.bmwgroup.com](http://www.bmwgroup.com)

**BMW  
GROUP**

Corporate Communications



**ROLLS-ROYCE**  
MOTOR CARS LTD

Media Information

Date October 14, 2021

Subject BMW ART MAKERS.

Page 5

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <https://www.youtube.com/c/BMWGroup>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>