



# **BMW Czech Republic**

## **Czech Republic**

### **BMW i8 Roadster 4 elements by Milan Kunc.**

#### **Contents.**

#### **BMW i8 Roadster 4 elements by Milan Kunc.**

24carat canvas on 4 wheels. 2

#### **Milan Kunc.**

Significant Czech-German artist, representing several painting styles, has applied his art onto the bodywork of a pioneering roadster. 6

#### **Cermak Eisenkraft.**

Prague gallery representing Milan Kunc. 8

#### **BMW ColorSystem.**

Top technology by BASF Company. 9



## **BMW i8 Roadster 4 elements by Milan Kunc.** **24carat canvas on 4 wheels.**

**Prague.** Automobiles and art. Automobile art. The art to build automobiles. At BMW, art and automobiles are closely connected, not only on the international level, but also within the framework of the Czech Republic. BMW Czech Republic proved this in 2018, by introducing the couple of cars BMW i3 and i8 STARLIGHT EDITION. The BMW i8 Roadster 4 elements by Milan Kunc is loosely connected to these cars, being designed by the world-renowned Czech-German artist Milan Kunc in cooperation with the Prague gallery Cermak Eisenkraft. The project aims at an original way of pointing out topics associated with environmental protection and long-term sustainability. That was also why the revolutionary plug-in hybrid sports car BMW i8 Roadster was selected as the “art canvas”. The profit will be donated to a non-profit organization which hopes to rid our oceans of plastic.

The philosophy of the BMW division focuses on environmental friendliness not only in the actual cars and their operation, but also in the entire development, production, and recycling. This complex approach attracted the attention of the Cermak Eisenkraft Gallery, who suggested Milan Kunc, who often criticises conventional automobiles and their impact on the environment in his works of art. The idea of the entire project was nature, or eventually the environment and its four elements: water, fire, earth and air. It is their balance what forms the basis of life on Earth.

To ensure BMW made the largest impact possible on the environment through the BMW i8 Roadster 4 elements by Milan Kunc, the profits made will be donated to The Ocean Cleanup to assist in their mission to rid our oceans of plastic. This is natural continuation of the approach that is strongly integrated in the BMW i value chain.

"I've been thinking for a long time about how to build on 'one of one' project STARLIGHT EDITION that has attracted worldwide attention, and because of its uniqueness it was also exhibited in the BMW Welt in Munich as the first project created in one of the local markets. This was a great visibility for the Czech Republic. With the new project, I decided to move from design to art with a global impact. BMW i has an absolutely unique overall environmental approach. That's why the profit from the sale of this car will be devoted to The Ocean Cleanup, which is focused on cleaning the ocean," said Jana Dvořáková, manager of BMW i in the Czech Republic.



Milan Kunc (1944) is a painter, who has worked mostly in Germany, Italy, the USA, the Netherlands, India and the Czech Republic, from which he emigrated in 1969, and where he returned in 2004. His art captivates by the original style, elaboration, and contents. He is considered to represent several art styles at once, like pop surrealism, Ost Pop, or low-brow movement; he created his own painting expression, which may be seen in his drawings, photo-collages, and most of all on canvas or plate gold. The fact that work of Milan Kunc surmounts borders of states is best documented by the numerous exhibitions all around the world, where his paintings, as well as ceramics, appeared. Quite often, his work presents topics associated with negative impacts of the modern world on nature and environment in general.

### **The motives of the four elements from each angle.**

BMW i8 Roadster 4 elements by Milan Kunc carries on its body the pop surrealist expression of the four essential elements in a clearly recognizable style of Milan Kunc. Each part of the car creates an independent story of each of the elements - fire, water, air and earth. The viewer is specifically provoked by the painter, with reference to the current state of our planet. The painting evokes questions on the direction of further development of mankind and our Planet Earth.

### **Milan Kunc comments on his ideas behind the design of the unique car.**

- **Body.**

“Butterfly and vegetation represents the element of air and energetic transformation of natural powers. I selected the butterfly as the symbol of this miraculous metamorphosis.”

- **Right side – earth and air.**

“Countryside transformed by the acts of us, the people. I present a unique environment for people and animals; its cleanness is a condition for any further development of life. Wind power plants depicted here use the power of wind, a renewable source of energy. Flowers, bees, birds and animals then represent balance in nature.”

- **Left side – water.**

“Fish, snails, crabs, starfish - the occurrence of these animals and their persistence represent the balance of the water environment, for which we, the people, are responsible. It is them who are dependent on the cleanness of this element - water.”

- **The back – fire.**

“Our planet is a part of the universe, in which all these metamorphoses have been going on since ancient times. Fire symbolizes the source of energy needed for the preservation of life and its development. And



also the power driving forward - the engine, heart of the car! I briefly touch on the topic of the universe, referring to the need for recycling. It is also the challenge for our responsibility in using fossil sources of energy.”

### **Unique technology of painting on gold surface.**

The actual motives based on the life work of Milan Kunc are original, as well as the technical design of lacquer of the BMW i8 Roadster 4 elements by Milan Kunc. The base of the car is in gold colour containing true 24-carat gold. The technique of painting on glass forms an independent chapter in the work of Milan Kunc; in case of the BMW i8 Roadster, the artist made use of experience of Zoltán Matuška, who is the author of the previous edition “one of one”- BMW i3 and i8 STARLIGHT EDITION. These cars also used colour containing true gold on their body. Therefore, the gold body of BMW i8 Roadster was once again prepared by Zoltán Matuška and lacquerer Miroslav Špičák. They used the lacquering technology BMW ColorSystem, used in the lacquer plants of BMW official service partners, using the BASF lacquers. On this base, Milan Kunc created his work of art on four wheels. To secure its stability, the entire car was re-lacquered with four layers of high-quality transparent lacquer with high shine, again from the BMW ColorSystem programme.

### **The aim of the Project 4 elements by Milan Kunc.**

BMW i8 Roadster 4 elements by Milan Kunc has had its premiere, which took place at the end of February 2019 in Prague, and now it faces an exhibition programme. It will be seen at different places and exhibitions, where it will open the idea of a car responsible to the environment. The first stop will be Invelt showroom in Prague, where the car will be till mid of the March. The BMW Museum in Munich will be one of the next stops.

Once the mission is over, BMW i8 Roadster 4 elements by Milan Kunc will be sold. The profit from the entire project will be donated to The Ocean Cleanup, which focuses on cleaning the oceans from plastic waste.

This ending gives a completely new dimension to the combination of art and BMW cars, which surmounts the borders of the world of art and ideas and influences the quality of environment directly. In this case, the water element.

### **BMW i8. A unique example of a complex sustainable approach.**

The cars from the BMW i division have been designed with respect to the minimum environmental impact throughout their development, production, operation and recycling. However, this approach reaches even further,



penetrating literally every detail of these cars. For example, it is apparent in the integrated manufacturing chain, processing and recycling of parts made of carbon composites (carbon). The BMW Group participates in the entire chain, for example, manufacturing the actual carbon fibres using water energy in Moses Lake in America. Besides the patented mass-series manufacturing of carbon components, BMW Group has developed its own system of recycling the carbon fibre parts, which may subsequently be used anew. Recycling in general is a significant topic in the models of the BMW i division, because renewable and recyclable materials help protect the environment, replacing regular materials like plastics, for example. It is possible to re-use 95 % of the electrical BMW i3. In this car, for example, the dashboard and door coating is made from recycled PET bottles in 30 %, and the remaining 70 % is Bombay hemp. There are at least 27 PET bottles and drink cans recycled in each BMW i3. Leather coloured via a special process using olive tree leaves, or interior trimming using fast-growing eucalyptus - these are further examples of a complex approach applied in developing the BMW i cars.

A modern BMW factory in Leipzig, with its own wind power plant covering the energetic needs of the plant, provides for the environmentally neutral manufacturing of BMW i vehicles. Moreover, with the already efficient manufacturing processes of the standard BMW vehicles, the energy needed to manufacture the BMW models was reduced by half. When manufacturing BMW i3, 70% less water is consumed compared to manufacturing BMW 1 Series. The seats in this type, realized as Lodge, are upholstered via a wool from sheep bred directly within the factory premises. This material is typical for providing cold in summer and heat in winter, so it reduces the need for cooling or heating, and therefore also the energy consumption. Moreover, bees are also kept within the factory, producing bio-quality honey.

Therefore, the BMW i cars show the way to the future of individual transport not only in the area of economic actuators, but also with their overall respect to the environment.



## **Milan Kunc.**

**Significant Czech artist, representing several painting styles, has applied his art onto the body of a pioneering roadster.**

Milan Kunc (1944) is a significant Czech-German painter, whose drawings, paintings and other works are exhibited in many museums throughout the world, most frequently in the Czech Republic, Germany and the USA. Many of them can also be found in private collections of modern art lovers. In general, he is considered to be an artist who helped create the form of post-modern painting.

The life of painter Milan Kunc is varied, just like his paintings. After the occupation of Czechoslovakia, he stayed in Italy, and then he went to study an Academy in Düsseldorf, where he had been invited by Joseph Beuys and he became his pupil (1970). Milan Kunc was one of the few pupils who actually did paint in his studio. When Beuys left the Academy, Kunc went to the studio of Gerhard Richter.

From 1974 on, Kunc has been creating provoking paintings stemming from social realism and kitsch. He calls this part of his work Awkward Realism. In 1978 and 1979, we can see the rise of "ost-pop" in which the artist uses and combines the attributes of socialist propaganda and the symbols of Western consumption and advertisement. This stage has its peak in the performance on Red Square in Moscow (1979). In 1979, he co-founds the group named Normal with Peter Angermann from Düsseldorf and Jan Knap (1949), who lived in New York at that time. Together, they paint pictures in which we can recognize the typical handwriting of the individual participants, they are cheerful, full of humour and carelessness, not too far from cynicism. They want to paint pictures comprehensible for everyone.

It is the year 1980 and new art appears in Europe and in America; painting goes through revival. The group is invited and participates at the Times Square Show (1980) in New York as the only representative of Europe. In the same year, Kunc is invited to attend a collective exhibition, mapping the young world art of the time in the Industrial Arts Museum in Saint-Etienne, together with artists who are still visible on the art scene. Following the success of the Normal Group in N.Y.C., Kunc has a separate individual exhibition in Los Angeles and becomes a fixed part of the expanding East Village scene, which was established in New York in the early 80s.



After 1983, Kunc's paintings got rid of expressiveness and became softer; his typical technique with precisely formulated contents extending from ecology to natural mysticism, all the way to the neo-classicist themes, once again stands in opposition to all the tendencies. The artist paints portraits, still lifes, landscapes and allegoric scenes full of incredible ideas, humour, invention and imagination.

In the second half of the 80s, Europe opens to Kunc and he has exhibitions in London, Madrid and Milan. During the 90s, Kunc no longer works with the iconography of the past decades. He also deals more with landscapes and portraits, acts, nude art, and other popular themes. His paintings, as usual, are always well-thought, well-designed, playing in several psychological levels. His work has nothing to do with provoking; he always wanted to express his attitude towards things that remain unsaid.

Following two exhibitions in Prague in the 90s, his work occurs mostly abroad. His works are incredibly full of peace and quiet. We can feel the same emotion from some of Kunc's paintings from the last years (e.g. Angel's meadow (Andělská louka), 1994; Bouquet (Kytice), 2006). The artist uses petal gold as area background in his flower still lifes. Gothic is inspiring for him, just like early Renaissance - the Quattrocento Artists - as well as the Surrealism. Kunc is a globetrotter, and after several years of stays in Rome (1988-1991) and New York (1995-1996), he returns again to Cologne, and from 2004 he starts to live in Prague. In 2005, the Normal Group was honoured with a historical exhibition at the Prague Biennale 2, with a repeat introduced in Italy.

For more information, visit: [milan-kunc.com](http://milan-kunc.com)



## **Cermak Eisenkraft Gallery.**

### **Prague gallery representing Milan Kunc.**

The Cermak Eisenkraft Gallery was established in 2014, with an ambition to become a significant player in the field of business with the post-war and modern Czech and world art. At present, it represents Milan Kunc, together with many others.

The founders of the gallery found its name in the recent history of their families, as they wanted to express the relationship to traditional and conservative values. Tomáš Zapletal's ancestor was a Mayor of Chicago Mr. Antonín Čermák (1873 Kladno-1933 Miami). He was a man famous for his honesty, unyieldingness, and also by the fact that his courage helped to set an infamous end to many gangsters, headed by the most famous one – Al Capone. The name Eisenkraft is the original Jewish name of David Železný's family. His grandfather, Tordes (Teodor) Eisenkraft (1916 Cieszyn - 1991 Prague), the last bearer of this name, was one of the heroes of World War II. He was severely wounded during the fights, and it was a miracle that he survived. He received many medals of honour, including the Czechoslovak War Cross.





## **BMW ColorSystem.** **Top technology by BASF company.**

Ecologically responsible lacquers from the system of car paint BMW ColorSystem were there to help realize the artistic design of BMW i8 Roadster 4 elements by Milan Kunc, and also to protect it from exterior influences. These lacquers are used in certified BMW services, and they are based on advanced technologies of BASF colours. Traditional fossil materials in the individual components are gradually replaced by new materials, made of renewable resources, with a high share of biomass.

The Toplac Company, representing the BASF concern in the Czech Republic and in Slovakia, helped with mixing the selected shades for the design of Milan Kunc. A unique colourist sample book BMW "Color Profi System" was used to mix the individual colours. Protection to the motive of the artistic surface of BMW i8 Roadster 4 elements by Milan Kunc was then provided for by VOC colourless ProClear lacquer, which meets the limits for organic solvents, and added high shine to the painting colours. The materials of the BMW ColorSystem meet the requirements for ecological balance, and they are therefore a suitable addition to the message of the entire project.

### **Contact**

David Haidinger, Corporate Communications Manager, BMW Group Česká republika  
Telefon: +420 739 601 171; e-mail: david.haidinger@bmwgroup.com  
BMW PressClub CZ: [www.press.bmwgroup.com/pressclub/p/cz/startpage.htm](http://www.press.bmwgroup.com/pressclub/p/cz/startpage.htm)  
Internet: [www.bmw.cz](http://www.bmw.cz); Facebook CZ: <https://www.facebook.com/BMW.Ceska.Republika>

### **BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was approximately € 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.

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

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

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

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>