

Media Information
October 2, 2020

Madeline Hollander premieres “Sunrise/Sunset” for BMW Open Work by Frieze.

BMW i3 electric vehicles as part of the commission during Frieze Week in London.

London/Munich. For the fourth consecutive year BMW and Frieze continue their long-term partnership with the major art initiative BMW Open Work by Frieze. Drawing inspiration from BMW engineering this commission brings together art, technology and design in a pioneering multi-platform format. The artist selected by the curator Attilia Fattori Franchini to create the fourth edition of BMW Open Work by Frieze is the New York-based Madeline Hollander, who will present the commission in two phases, as an interactive digital platform and livery intervention during Frieze Week in London 2020, and as a live, site-specific installation at Frieze Los Angeles in 2021.

This year Frieze London and Frieze Masters introduce a hybrid format of online and offline activity, with Frieze Viewing Room taking place alongside an expanded program of Frieze Week (October 5-11) activity across London.

For this edition of **BMW Open Work by Frieze** the artist and experimental choreographer Madeline Hollander has been commissioned. Curated by Attilia Fattori Franchini, BMW Open Work gives artists a platform to push the boundaries of their artistic work, starting the project with a creative dialogue between arts, technology, engineering and design to pursue their practice in innovative new directions.

Working with performance, film and installation, Hollander explores how the human body in motion negotiates its limits within everyday systems of technology and engineering, industrial apparatus, intellectual property and daily rituals. Her performances and installations present perpetually looping events that intervene within spatial, psychological and temporal landscapes, and engage with novel modes of viewership. In her artistic practice, the artist positions numerous systems and devices of industrial modernity alongside sequences of human motion and behaviour in order to visualize the ways in which society and its urban environment have informed one another over time. Hollander presents her new commission for BMW Open Work in two phases at Frieze Week London 2020 with an interactive digital platform and livery intervention on BMW i3 electric vehicles, and as a live, site-specific installation at Frieze Los Angeles 2021.

Madeline Hollander said of her commission: “‘Sunrise/Sunset’ presents an immersive networked spectacle choreographed by sunsets and sunrises across the globe in real time. The piece, composed of hundreds of recycled BMW headlights, transforms an automatic adaptive system already embedded within vehicles, where headlights turn on/off and adjust accordingly in response to light sensors, into a live twinkling global map.”

Attilia Fattori Franchini added: “Now in its fourth year, BMW Open Work has established itself as a unique moment of exchange between industrial knowledge, technology and artistic talent. Working with a thrilling artist such as Madeline Hollander, pushing the possibilities of movement to depict invisible systems or processes, brings the program into a new and exciting direction. I can’t wait for ‘Sunrise/Sunset’ to unfold across different

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platforms revealing Hollander's investigation into perpetual loops, energy cycles and renewable power."

Titled "**Sunrise/Sunset**" her project continues the artist's recent research into traffic patterns and working without human actors to depict unseen systems or processes. Emerging from an intense dialogue with BMW sustainability department and investigation into the automatic adaptive system of BMW headlights, Hollander creates for Frieze Los Angeles 2021 a site-specific, and self-sufficient, live installation composed of hundreds of recycled BMW LED headlights from the BMW Group Recycling and Dismantling Centre. Thus, the artist developed an energetic loop, a networked map choreographed by the sunsets and sunrises across the globe. Fascinated by the responsive nature of headlights technology which reacts to a number of factors such as movement, light and weather conditions, the artist syncs each headlight to different time zones thus creating a live ceaseless clock. As headlights are automatically switching to a "bright" setting at sunset in California, headlights are switching to fog settings as the sun rises in London.

With her site-specific installation for BMW Open Work during Frieze Los Angeles 2021, Madeline Hollander invites the viewer to observe the ready-made choreographies that define our surroundings, invisible and ubiquitous factors such as geographical location, light levels or time of the day and their strong influence on our perceptions and behaviours. In Hollander's work our apparently erratic individual actions and everyday technologies synchronically align becoming a collective, and in this case cascading-dance.

The web-platform www.sunrise-sunset.com will be launched on October 7 during Frieze Week London 2020 and functions as preview and compendium to the site-specific installation, deepening and hyper-connecting part of the project research. Viewers will be invited to zoom in and out of a global map composed of headlights, each also observable in its microparts, sections and connections, lightening and darkening in response to their locations' different times of the day. When exploring major cities on the map, users will also be peering into live-traffic cams streaming images from intersections from Berlin, New York, Rome, Los Angeles, a third eye on to the world mirroring the street traffic in a nonstop, 24/7 cycle.

Accompanying guests during Frieze Week in London, a fleet of unique BMW i3 electric vehicles will present the looping text "TOMORROW WILL BE NOTHING LIKE TODAY WILL BE NOTHING LIKE TOMORROW" a poetic advice conceived by the artist in conjunction with the project. The phrase, returning across different works by Hollander, crystallizes several conceptual and formal aspects of the artist's practice. Visible only on BMW i3 electric vehicles travelling across London, the intervention employs urban mobility to reiterate "Sunrise/Sunset"'s investigation of perpetual loops, energy cycles and renewable power.

BMW Open Work by Frieze

BMW Open Work by Frieze is a major artistic initiative bringing together art, design and technology in pioneering multi-platform formats. For its premier in 2017, artist Olivia Erlanger integrated a motion-sensitive sculpture, audio and immersive fog in her work

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“Body Electric”; in 2018, Sam Lewitt engaged with BMW intellectual property and engine production to conceptually and physically explore the production cycle of a BMW engine in “CORE (the ‘Work’)”; in 2019, Camille Blatrix collaborated with BMW Individual to explore the primal and emotional relationships to labor and materiality, raising questions about functionality and desire in the installation “Sirens”.

Frieze Music

Following four successful collaborations, BMW has partnered with Frieze Music once again to present Lianne La Havas for Frieze London and Frieze Masters 2020. After a short performance, Jennifer Higgin (Editor at Large, Frieze Magazine) will invite the singer/songwriter to talk about the influence of iconic Mexican artist, Frida Kahlo on her life and music. This evening will be available to watch and listen on IGTV [@friezeartfair](#) at 11 PM (CET).

For further questions please contact:

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About Frieze

Frieze is the world’s leading platform for modern and contemporary art for scholars, connoisseurs, collectors and the general public alike. Frieze comprises three magazines—frieze, Frieze Masters Magazine and Frieze Week—and four international art fairs—Frieze London, Frieze Masters, Frieze New York and Frieze Los Angeles.

Frieze was founded in 1991 by Matthew Slotover and Amanda Sharp, with the launch of frieze magazine, the leading international magazine of contemporary art and culture. In 2003, Sharp and Slotover launched Frieze London art fair, which takes place each October in The Regent’s Park, London. In 2012, they launched Frieze New York, which occurs each May in Randall’s Island Park, and Frieze Masters, which coincides with Frieze London in October and is dedicated to art from ancient to modern. In 2018, Frieze announced the launch of Frieze Los Angeles, which opened February 14–17, 2019 at Paramount Pictures Studios, Los Angeles. In 2016 Frieze entered into a strategic partnership with Endeavor, a global entertainment, sports and content company.

About Attilia Fattori Franchini

Attilia Fattori Franchini is an independent curator and writer based in Vienna. She is the curator of BMW Open Work by Frieze; Curva Blu, a residency project in Favignana, Sicily and is working on upcoming projects in Vienna and Naples. She investigates power structures, hegemonic systems and archetypal tropes and the narrative they produce. Her practice unfolds as dialectics exercised through collaboration. Selected projects include: KinoSüd, (2020); Marianna Simnett, Disappearing Berlin by Schinkel Pavillon, (2019); Falling Awake, film program, Vienna Contemporary (2019); Could you visit me in dreams? as part of curated_by 2018, Vienna; Red Lake at Point Centre for Contemporary Art, Nicosia (2018); ARS17+ at Kiasma, Museum, Helsinki (2017); Bold Tendencies, London (2015); and HAND, Barbican Centre, London (2013). www.attiliaff.com

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About Madeline Hollander

Madeline Hollander (*1986 in Los Angeles) is an artist who works with performance, film and installation. Hollander has had solo exhibitions at Bortolami, NY (2020), The Artist's Institute, NY (2018); Bosse & Baum, UK, and SIGNAL, Brooklyn, NY (2016). Her work has been featured in the Whitney Biennial (2019); The Aldrich Museum, CT (2020); Helsinki Contemporary, Finland (2019); Serpentine Galleries, UK (2018); and the Centre Pompidou Metz, France (2019). Hollander was the choreographer for Jordan Peele's feature film "Us" (2019) and Urs Fisher's exhibition "PLAY" presented at Gagolian, NY (2019) and at Jeffrey Deitch, LA (2019). Upcoming projects include solo exhibitions at the Whitney Museum of American Art, NY; The Shed, NY; and ARCH Athens, Greece.

About BMW Group Cultural Engagement

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. For years, the BMW Group and its partners have been initiating and establishing their own formats such as BMW Tate Live, BMW Welt Jazz Award, BMW Open Work, the BMW Art Journey and the "Opera for All" concerts in Berlin, Munich, Moscow and London. The company also partners with leading museums, art fairs and orchestras as well as jazz festivals and opera houses around the world. With BMW OPERA NEXT, the new partnership with the Staatsoper Unter den Linden, the opportunities presented by digitalisation are used to open up new ways of accessing the world of opera for young audiences. As part of its art programme "Muse", Rolls-Royce partners for the initiative "The Dream Commission" with two internationally esteemed art institutions. Together with Fondation Beyeler and Serpentine Galleries, emerging and established artists are invited to submit a moving-image work that delivers an immersive sensory experience. The artists are nominated and chosen by renowned personalities of the art world like Daniel Birnbaum, Suhanya Raffel, and Theodora Vischer. The BMW Group takes absolute creative freedom in all its cultural activities for granted – 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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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Corporate Communications

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