

Media Information

May 27, 2022

On the occasion of Art Basel in Basel 2022 Superblue and BMW i present Rafael Lozano-Hemmer: "Pulse Topology".

This art installation uses new technology to create an immersive chorus of 6,000 heartbeats.

Munich/Basel. On the occasion of Art Basel in Basel 2022, Superblue and BMW i are proud to present the latest biometric artwork in an ongoing series by Mexican-Canadian artist Rafael Lozano-Hemmer. The installation "Pulse Topology" invites visitors to enjoy the poetry of a human-centric approach to technological innovations. "Pulse Topology" will be presented in the foyer of Design Miami/ Basel from June 14 to 19. Furthermore, BMW will be presenting the seventh edition of the BMW Art Guide by Independent Collectors at the event. As an official partner of the Art Basel in Basel show, BMW will again provide a VIP car service.

Rafael Lozano-Hemmer, Superblue and BMW i share a vision to create forward looking experiences that look towards a sustainable future where art and technology can create human experiences for retreat, joy and social connection. A foremost principle for BMW i is creating a new understanding of luxury into an era that will be shaped by groundbreaking innovations in the fields of sustainability and digitalization. Central to this reinterpretation is the BMW i7 which has inspired the collaboration.

Rafael Lozano-Hemmer's "Pulse Topology"

"Pulse Topology" is composed of 6.000 lightbulbs suspended at different heights, creating a series of crests and valleys – an intimate landscape that visitors are invited to traverse. Each lightbulb glimmers to the pulse of a previous participant. Custom-made pulse sensors record visitors' new heartbeats; when a participant interacts with the installation, their pulse is added to the canopy of recordings above them, replacing the oldest recording.

Forming a platform for self-representation, in "Pulse Topology" individual heartbeats come together to create an immersive chorus of light and sound. Translating an interior force to an exterior form, Lozano-Hemmer makes tangible the otherwise invisible register of the heartbeat, which

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glows and then fades in the spirit of a memento mori. Lozano-Hemmer's visionary application of biometrics in new, unexpected contexts reveals the creative potential of cross-disciplinary collaborations between the spheres of art and science.

Recognized for his participatory installations Lozano-Hemmer's works are activated by viewers' real-time biometric data such as their heartbeats, breaths, voices or fingerprints – pushing the nature of public engagement to its very limits. This presentation in Basel, Switzerland, will be "Pulse Topology's" first exhibition in Europe, and the largest to date.

Inspired by conversations with BMW engineers and designers, Lozano-Hemmer and his studio will use the same technology as in "Pulse Topology" to activate the BMW i7's interior with a visitor's heartbeat tangible in light, sound and graphics. This symbiotic relationship can be seen as an extension of the i7's use of light to create a meaningful connection with its driver.

The new BMW i7 has inspired the collaboration with Rafael Lozano-Hemmer: The all-electric sedan clearly demonstrates how an exclusive driving experience, and the ultimate feeling of on-board wellbeing can be combined with the fields of sustainability and digitalization. A human-centered approach to the use of light both in the exterior and interior shapes the individual experience here as well. The iconic kidney grille and crystal headlights glimmer when the driver approaches their car, and a light carpet is revealed upon opening the door. The interior of the vehicle is illuminated in different scenarios selected by the driver according to the mood they wish to immerse themselves in – Relax, Expressive or Sport.

With this presentation, BMW i and Superblue build on their collaborative work at the junction of immersive experiences, art and technology following the successful premiere of DRIFT's "Franchise Freedom" at Art Basel in

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Miami Beach 2017 and Random International's "No One is an Island" at Frieze London 2021.

The 7th BMW Art Guide by Independent Collectors

On the occasion of Art Basel in Basel and the launch of the new BMW 7 Series, BMW will also unveil the seventh edition of the BMW Art Guide by Independent Collectors in the Foyer of Design Miami/ Basel on June 15. The expanded new edition of the BMW Art Guide is a one-of-a-kind exploration to private collections accessible to the public worldwide and illustrates 304 private collections in 51 countries and 224 cities – some of which are opening their doors for the very first time. The venues include vibrant metropolises in Europe and Africa, Asia and America, and places well off the beaten track – from the heights of the Swiss Alps to the depths of the Norwegian fjords. The 7th BMW Art Guide by Independent Collectors is published by Hatje Cantz and also available as an e-book.

To visit the exhibition please note that entrance tickets are required:

Rafael Lozano-Hemmer's "Pulse Topology"
at Design Miami/ Basel, Eventhall 1.0 South, Messe Basel

June 14 – 19 (entrance possible with Art Basel in Basel First Choice or Preview as well as Design Miami/ VIP tickets and public Design Miami/ tickets)

Tuesday – Wednesday, 11am – 8pm

Thursday – Sunday, 11am – 7pm

If you have any questions, please contact:

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About Rafael Lozano-Hemmer

Rafael Lozano-Hemmer (born in Mexico City 1967, lives and works in Montréal, Québec, Canada) was the first artist to officially represent Mexico at the Venice Biennale in 2007 with a solo exhibition at Palazzo Van Axel. He has also exhibited in dozens of other biennials including Sydney, Liverpool, Shanghai, Havana, Istanbul, Kochi and Singapore. In the past few years, Lozano-Hemmer has been the subject of 13 solo exhibitions worldwide, including a major show at the Hirshhorn Museum in Washington DC, the inaugural show at the AmorePacific Museum in Seoul, and a mid-career retrospective co-produced by the Musée d'Art Contemporain de Montréal and SFMOMA. Notable projects include Border Tuner (2019), interactive light "bridges" that enabled conversations between communities on either side of the US/Mexico border; Cloud Display (2019), a voice-recognition fountain that writes texts in midair using cold water vapor and A Crack in the Hourglass (2021), an "anti-monument" where photographs of those who lost their lives to COVID-19 are drawn in hourglass sand, creating an ever-changing memorial that honors both the collective and the individual, currently on view at the Brooklyn Museum of Art.

Lozano-Hemmer has received multiple awards including two BAFTA British Academy Awards for Interactive Art (2002 and 2003), a Bauhaus Award (2002), a Golden Nica (2000), a Trophée des Lumières (2004) and the Governor General's Award in Visual and Media Arts (2015). His work is in the permanent collections of MoMA and the Guggenheim, New York; SFMOMA, San Francisco; Fundación Jumex and MUAC, Mexico City; and Tate, London.

About Superblue

Superblue is a ground-breaking venture dedicated to supporting artists in realising their most ambitious visions and engaging audiences with experiential art. Its network of artists encompasses the leading practitioners of experiential art, whose practices catalyse engagement with the most pressing issues of our time and generate new perspectives on our world. Through its experiential art centers, which are specifically designed for presenting large-scale, immersive art installations, Superblue provides artists with expanded opportunities to transport audiences to the new worlds they create. Superblue additionally acts as an advocate and agent for experiential artists by fostering opportunities for them to expand the reach of their work through collaborations with museums, collectors, visual and performing arts festivals, architects, municipalities, and place-makers. Superblue provides these partners with unparalleled expertise and support for the production, installation, and presentation of large-scale experiential works, through collaborative presentations, public

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and private commissions, and acquisitions. In the coming years, Superblue will open new experiential centers across the U.S. and internationally.

For more information about Superblue, visit superblue.com or follow [@superblue.art](https://www.instagram.com/superblueart) on Instagram and [@superblueart](https://twitter.com/superblueart) on Twitter.

BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
BMW Art Cars Berlin Biennale Ólafur Eliásson 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, even unsettling sometimes. As corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been involved in hundreds of cultural initiatives worldwide for over half a century, both in the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and as essential for groundbreaking works as it is for major innovations within a business enterprise like ours.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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

Corporate Communications

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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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