

Media Information

October 9, 2023

**BMW Open Work 2023: "LA POTION (EH)" by Sara Sadik premieres during Frieze London.**

In collaboration with BMW, the artist introduces an immersive video and gaming experience, using the AirConsole technology of the BMW i5 as a playing device.

**Munich/London.** For the seventh consecutive year, Frieze and BMW continue their long-term partnership with the art initiative **BMW Open Work**. French artist **Sara Sadik** worked closely with BMW to present "LA POTION (EH)" - a video and gaming experience, using BMW's My Modes and the new AirConsole technology of the BMW i5 as a playing device. Both works will premiere at KOKO inside the BMW Open Work Lounge during Frieze London, which runs October 11-15, 2023. In celebration of their collaboration, Frieze and BMW proudly announce London-based musician **Loyle Carner** as this year's **Frieze Music** performer.

**BMW Open Work** is a joint initiative between Frieze and BMW, bringing together art, innovation, technology and design in a pioneering multi-platform format. Curated by **Attilia Fattori Franchini**, BMW Open Work invites an artist to develop an ambitious project utilising BMW technology and design to pursue their practice in new directions. This year, the invited artist is Marseille-based Sara Sadik, whose practice lies halfway between fiction and documentary. Her work, be it video or performance, is inspired by video games, anime, science-fiction as well as French rap, and puts forward characters facing challenges and striving to achieve moral and physical transformation through initiatory stories.

**Sara Sadik**, says: "For my BMW Open Work 2023 commission I was interested in creating a work that could have transformational qualities for its viewers. I chose the title 'LA POTION (EH)' to hint at a tangible emotional metamorphosis. Inspired by a close dialogue with the BMW gaming (Air Console) and My Modes teams, I decided to see the BMW i5 as a character, the Avatar Neregy exploring different imaginary worlds both in the video game and in the video. It is also extremely exciting for me to build for the first time a work that can be seen by the general public during Frieze Week on the outside of KOKO as well as played exclusively in the car."

Conceived as part of BMW Open Work 2023, "**LA POTION (EH)**" continues the artist's interest in the possibilities of computer-generated scenarios and her investigation into the changing emotional states of young male characters. The project unfolds as an interactive video game, devised to be played exclusively in the new, fully electric BMW i5 as well as a video

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installation presented both on the public-facing terrace of KOKO and inside the BMW Lounge. Guided by the Avatar Neregy, a virtually alienated character who struggles to connect with people, the viewer follows him across different worlds, tasks, and challenges to complete his quest for psychological healing and transformation.

"I am delighted that our successful partnership with Frieze continues. BMW's commitment to contemporary art is an integral part of our worldwide cultural engagement which has been ongoing for over 50 years. I am pleased that so many will get to experience Sara Sadik's 'BMW Open Work', which has been specially conceived for the fully electric BMW i5", says **Christopher Brownridge, Chief Executive Officer, BMW Group UK and Ireland.**

Inspired by dialogues with the **gaming team** (AirConsole) as well as the **My Modes** – which allows the driver to set the car to their mood – Sadik has imagined the new BMW i5 as a character, a unique device that invites the public to delve into their emotions. Turning the car, for the first time in BMW Open Work history, into a special experiential device through the immersive activation of light and sound features and embracing the topics of human centricity and digitalization, the BMW i5 becomes a sentient being, a journey companion.

"Working with an exciting and visionary artist such as Sara Sadik on this project has brought BMW Open Work to a new frontier. Her new video and playable game LA POTION (EH) was spurred from an intense collaboration with BMW experts and imagines, for the first time, the BMW i5 as a guiding character, a device and an exhibition venue. I can't wait to let the work guide us through imaginary worlds and challenges to explore the changing emotional states of users/players and drivers alike", explains **Attilia Fattori Franchini, Curator, BMW Open Work.**

### **Frieze Music**

In celebration of their long-term collaboration, BMW partners with Frieze to present Frieze Music in London again. On **October 12**, Mercury Music Prize-nominated artist **Loyle Carner** will perform at the legendary KOKO Theatre. Loyle Carner is an English Hip-Hop musician celebrated for his sophisticated style. He has received three Brit Award nominations for British Breakthrough Act (2018), British Male Solo Artist (2018) and British Urban Act (2023). In addition, **Keyrah** will start with a DJ set for an evening celebrating 20 years of Frieze London.

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Exploring the intersection of music and the arts to spark inspiring dialogues, Frieze Music provides artists the opportunity to create a unique performance, highlighting their craft through song, inspiration and conversations with fellow artists. Launched during the inaugural Frieze Los Angeles in 2019, the joint initiative between BMW and Frieze has brought together a wide range of musicians.

**Emily Glazebrook, Commercial Director, Frieze**, says: "We are delighted to continue our partnership with BMW, highlighting Frieze's commitment to exploring the possibilities of art, design, and technology. Since 2017, BMW has consistently amplified the voices of leading and emerging international artists and musicians through our joint initiatives, both at the fair and across the city. We eagerly anticipate this year's collaborations for Frieze London and Frieze Masters, with Sara Sadik leading BMW Open Work and Loyle Carner taking centre stage with Frieze Music, as we celebrate Frieze London's 20th Anniversary and the thriving creative spirit of the capital."

Further information can be found at <https://frieze.com/bmw-open-work> and <https://www.frieze.com/tags/frieze-music>

The BMW Group's Cultural Engagement, with exclusive updates and deeper insights into its global initiatives can be followed on Instagram at [@BMWGroupCulture](https://www.instagram.com/BMWGroupCulture).

**The BMW Open Work Lounge and "LA POTION (EH)"** can be explored at KOKO by Frieze ticket holders and members of The House of KOKO:

Wednesday, October 11, 2023: 11am to 7pm

Thursday, October 12 – Sunday, October 15, 2023: 10am – 7pm

**Location**

The Penthouse

The House of KOKO

London, NW1 7RE

**Consumption and emissions figures:**

BMW i5 M60 xDrive\*:

Power consumption combined in WLTP cycle: 20.6 – 18.2 kWh/100 km

Electric range in WLTP cycle: 455 – 516 km

\*All figures are preliminary values.

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If you have any questions, please contact:

**Corporate Communications**

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**About BMW Open Work**

Now in its seventh year, realised in partnership with Frieze and curated by Attilia Fattori Franchini, BMW Open Work gives artists and researchers a platform to push the boundaries of their work, starting the project with a creative dialogue between arts, technology, engineering and design to pursue their practice in innovative new directions. For its premiere in 2017, artist Olivia Erlanger integrated a motion-sensitive sculpture, audio and immersive fog in her work "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 labour and materiality, raising questions about functionality and desire in the installation "Sirens". Titled "Sunrise/Sunset": Hollander's commission was introduced during Frieze Week 2020 via an interactive digital platform and debuted as a site-specific installation in 2021. Nikita Gale worked in 2022 with the BMW i7 designers to present the site-specific sculptural installation "63/22", comprised of five customised electric guitars.

**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 five international art fairs – Frieze London, Frieze Masters, Frieze New York, Frieze Los Angeles and Frieze Seoul. In October 2021, Frieze launched No.9 Cork Street, a hub for visiting international galleries in the heart of Mayfair, London. Frieze is part of the IMG network.

**About Sara Sadik**

Sara Sadik (b. 1994) lives and works in Marseilles. Her works have been shown at Luma Arles (2023); Biennale de Lyon (2022); at Gladstone Gallery, New York (2022); MACRO Museum, Rome (2021); Matadero, Madrid (2021); Sadie Coles HQ, London (2021); Schinkel Pavillon, Berlin (2020); and Palais de Tokyo, Paris (2019).

**About Attilia Fattori Franchini**

Attilia Fattori Franchini is an independent curator and writer based in Vienna. Working on the creation of experimental contexts for the production and display of contemporary practices, her work deals with technology and power structures, moving image and the cinematic, late-capitalism and the creation of alternative forms of subjectivity and representation. She is founder and Director of KUNSTVEREIN GARTENHAUS in Vienna and since 2017 is the curator of BMW Open Work by Frieze; Curva Blu, an artists' residency on the island of Favignana, Sicily; and the Emergent section of miart Milan.

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**BMW Group 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, 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](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/overview](http://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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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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