

Media Information

27 August 2025

BMW at Frieze Seoul 2025: Space and movement with Korean performance pioneer Lee Kun-Yong.

Artistic collaboration to mark 30 years of BMW in Korea and 50 years of BMW Art Cars. Third edition of Frieze Music in Seoul with RnB singer Crush.

Seoul/Munich. BMW is partner of Frieze Seoul 2025: From 3 to 6 September, the art fair will bring 120 galleries from 30 countries to the COEX in the Gangnam district. Two anniversaries of the BMW Group will be celebrated with a multifaceted collaboration with renowned Korean artist Lee Kun-Yong: 30 years of BMW Korea and 50 years of the BMW Art Car Collection. Another highlight of this year's programme is the third edition of Frieze Music Seoul on 5 September, featuring a live performance by Korean RnB artist Crush, organised in collaboration with BMW. BMW will once again provide a shuttle service for VIP guests at the fair.

Lee Kun-Yong, born in 1942 in Sariwon (now North Korea), is considered one of Korea's most influential avant-garde artists. His thoughts on painting focus on the process, and the figurative becomes a medium through the performative use of Lee's body. His iconic 'Bodyscape' series consists of repetitive, precise gestures that depict the movement of the body in space on the canvas, creating abstract worlds from the artist's physical traces. Lee Kun-Yong was a co-founder of the experimental artist group 'Space & Time,' which developed into a core formation of the Korean avant-garde. He has expanded the boundaries of artistic expression through experiments with abstraction, performance, and the use of the human body as a medium and message.

For his collaboration with BMW, Lee Kun-Yong has designed a unique wrap for the fully electric BMW i7, which will be exhibited at Frieze Seoul. He has further developed his 'Bodyscapes' series for this purpose, transforming the vehicle into a mobile canvas that not only moves through space but also embodies it. Engaging with the design and technology of the BMW i7, Lee Kun-Yong's work reflects the precision and responsiveness inherent in the dialogue between driver and car, drawing parallels to his own artistic practice. By exploring the driving experience through various perspectives, he artfully creates a dynamic interplay of figurative and monochrome areas, evoking a sense of proximity and distance. "I firmly believe that art can be the bridge between different objects, different people and even different perspectives," says Lee Kun-Yong. "Through this new collaboration, I hope to create new encounters and connections through art, and I am excited to see how this link between art and technology will develop."

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On 4 September at 1 p.m., Lee Kun-Yong will give one of his iconic live performances, creating one new canvas. Inspired by his work on the BMW i7, he translates his thoughts on mobility, time and space into physical expression: for him, movement is not just speed. It is perception, interaction with the environment and the intimate dialogue between body and machine.

In 2025, BMW celebrates 50 years of BMW Art Cars with a global exhibition programme and diverse artistic initiatives – the BMW Art Car World Tour. Since 1975, the BMW Group has provided artists with a playground for their fascination with automobiles through the BMW Art Cars: art and design, technology and innovation, racing and engineering. The collection of 20 BMW Art Cars now forms the essence of the global cultural engagement with over a hundred initiatives in the fields of contemporary art, music, film and design. Since its invention almost 140 years ago, artists around the world have engaged with the automobile in both critical and euphoric ways. The BMW Art Car series contributes significantly to this inspiring dialogue and is an anchor point for further unique artistic collaborations on vehicles, such as the one with Lee Kun-Yong. In addition to the BMW i7, miniatures of 18 BMW Art Cars from the collection are on display in the BMW Lounge as historical references.

The collaboration with Lee Kun-Yong is already the third large-scale artistic initiative at Frieze Seoul and testifies to BMW Korea's deep-rooted commitment to innovation, future orientation and emotional experiences. Since its foundation in 1995, the company has had a large presence in South Korea – including the Incheon Cheongna Development Centre and the Driving Centre on Yeongjong Island. South Korea is the BMW Group's fifth-largest market, and in 2023 and 2024, BMW ranked first among imported automotive brands. BMW Korea will celebrate its 30th anniversary in 2025 with numerous events under the motto 'Joy of Driving. Innovation for Tomorrow.'

Frieze Music

To celebrate their long-standing partnership, BMW and Frieze are jointly presenting another edition of Frieze Music in Seoul. **Crush** will perform on **5 September**. Since releasing his debut single in 2012, he has established himself as one of Korea's most innovative artists – a multi-talented performer and producer blending pop, R&B, and hip hop. Frieze Music explores the intersection between music and art to create a space for dialogue. Artists are given the opportunity to showcase their craft through song, creativity and exchange with other artists in a unique performance. The joint initiative between BMW and Frieze,

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which was launched during the first Frieze in Los Angeles in 2019, has already brought together a variety of musicians, including Moses Sumney, Caroline Polachek, Nilüfer Yanya and Loyle Carner.

Please note that an admission ticket is required to visit the BMW Lounge:

Artistically designed BMW i7 by Lee Kun-Yong

3–6 September

BMW Lounge, Hall C

COEX, 513 Yeongdong-daero,

Gangnam-gu

Private View

Wednesday, 3 September: 2:00 pm

Followed by a champagne toast

(by invitation only)

Live performance by Lee Kun-Yong

Thursday, 4 September: 1:00 pm

[Media accreditation and interview requests](#)

(limited capacity)

Opening hours

Wednesday, 3 September: 11:00 am to 7:00 pm (by invitation only)

Thursday, 4 September: 11:00 am to 7:00 pm (by invitation and advance ticket only; open to the public from 3:00 pm)

Friday and Saturday, 5/6 September: 11:00 am to 7:00 pm

The BMW Group's Cultural Engagement, with exclusive updates and deeper insights into its global initiatives can be followed on Instagram at

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About Lee Kun-Yong

Lee Kun-Yong, born in 1942 in Sariwon (now North Korea), is considered one of Korea's most influential avant-garde artists. He earned a Bachelor of Fine Arts (BFA) from Hongik University in Seoul in 1967 and a Master's degree in Art Education from Keimyung University in Daegu in 1982. Lee exhibited at the Paris Biennale in 1973, the Bienal de São Paulo in 1979, the Gwangju Biennale in 2000, and the Busan Biennale in 2014. His works are part of the permanent collections of the Leeum Samsung Museum of Art in Korea, the Seoul Museum of Art in Korea, the National Museum of Modern and Contemporary Art Korea, the Daegu Museum of Art, the Gyeonggi Museum of Modern Art, the Tate London, and the Rachofsky Collection. He is represented by Pace and Gallery Hyundai. The artist lives and works in Seoul.

The new BMW i7

The BMW i7 is the world's first fully electric luxury saloon and clearly demonstrates how an exclusive driving experience and the ultimate feeling of well-being on board can be combined with a consistent commitment to sustainability. A human-centric approach to the use of technology and lighting – largely activated by sensors – both on the exterior and interior also shapes the individual experience here.

BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
BMW Art Cars Ólafur Elíasson Art Basel Max Hooper Schneider Städel Invites Frank Stella
BMW Art Club **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu
Zaha Hadid Les Rencontres d'Arles Jeff Koons India Art Fair **LONGEVITY** Julie Mehretu
PARTNERSHIP BMW Open Work by Frieze Andy Warhol Lu Yang Preis der Nationalgalerie
Samson Young Bavarian State Opera **CREATIVE FREEDOM** BMW Young Artist Jazz Award
Ken Done **INTERACTION** Premio de Pintura Gallery Weekend Berlin Art Market Budapest
Paris Photo Leelee Chan Art Dubai **SUSTAINABILITY** BMW Photo Award Leipzig
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 a corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been involved in hundreds of

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cultural initiatives worldwide for over half a century, in the fields of contemporary art, music and film 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

Instagram: [@BMWGroupCulture](https://www.instagram.com/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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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