

Media Information  
February 8, 2013

## **Paris Photo Los Angeles.**

### **BMW is extending its long-term partnership with Paris Photo art fair by supporting its first Los Angeles edition.**

**Munich /Los Angeles.** The world's most celebrated art fair for works created in the photographic medium, Paris Photo, will take place at Paramount Pictures Studios from April 26 to 28, 2013. At the inaugural fair in Los Angeles, BMW and Paris Photo celebrate the tenth anniversary of their partnership. In addition to providing the VIP shuttle service, BMW will present the M1 BMW Art Car by Andy Warhol, created by the Pop artist in 1979. Originally raced in Le Mans, Warhol in his own words meant to "give a vivid depiction of speed. If a car is really fast, all contours and colors will become blurred".

The unique creative environment of Los Angeles, where Hollywood and film inform contemporary art and culture, offers Paris Photo the ideal setting to explore how artists have been and are using photography and moving images in their work in the 20th and 21st centuries. A majority of gallery exhibitors will present group shows, situated among three of Paramount Pictures' legendary soundstages which will also house the following **special sections**:

**The Moving Images** section of Paris Photo Los Angeles will push the boundaries between photography and moving images by showcasing film and video.

**The Young Galleries** section welcomes presentations of photography and still images by galleries that have been open less than six years.

As more prominent public and private institutions move to collect full sets of photographs, **the Complete Series** section offers a limited number of galleries the opportunity to present one exceptional series of photographs by a single artist.

Beyond the soundstages, **the New York Street Backlot** section is dedicated to the presentation of approximately 20 cutting-edge solo shows exhibited in a one-of-a-kind setting on Paramount's backlot, a replica of New York City's streets. Each selected gallery will have an exclusive movie set within the section in which to create a solo exhibition.

**The public programming Sound and Vision** is composed of a series of artist conversations, screenings of moving image works, and a raucous set of Pecha Kucha presentations (Japanese for 'chit chat'), this program offers visitors multiple intellectual perspectives on the use of images – both moving and still – in contemporary culture.

For more information, please visit <http://losangeles.parisphoto.com>.

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**About BMW's Cultural Commitment**

For more than 40 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 modern and contemporary art, jazz and classical music 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, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York. The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

Further information: [www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/culture/overview](http://www.bmwgroup.com/culture/overview)

**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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