

Media Information  
April 22, 2013

## **BMW and Paris Photo celebrate the tenth anniversary of their partnership with Andy Warhol's 1979 BMW Art Car at the inaugural Los Angeles Fair.**

### **BMW Debuts Burlesque Style Photos at Paris Photo LA.**

**Los Angeles.** At the inaugural fair of Paris Photo at LA's Paramount Pictures Studios, BMW is proud to present the M1 BMW Art Car by Andy Warhol, created by the pop artist in 1979, as well as rare making of footage of this work. 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."

Since 1975, prominent artists from throughout the world have designed BMW automobiles of their times, all making extremely different artistic statements. The seventeen exhibits created for the Art Car Collection until now include works by well-known artists such as Frank Stella, Roy Lichtenstein, Robert Rauschenberg, David Hockney, Jenny Holzer, Olafur Eliasson and Jeff Koons. The Art Cars reflect the cultural and historical development of art, design, and technology and have been presented by major museums around the world, including the Guggenheim and the Louvre.

BMW will also present a mini series of Burlesque Style Photos with the 6 Series Gran Coupe by internationally renowned German photographer Uwe Düttmann. Four photos showcasing the 650i Gran Coupe in a retro setting celebrate film noir as well as the extraordinary sensuality of the best of burlesque vis-à-vis the high-tech design of one of the most advanced automobiles of our time.

Two years ago at a Hollywood studio and a private movie set outside of Los Angeles, BMW realized its idea of showcasing the 650i Gran Coupé in this unique manner. As befits the character of the shoot, 15 different photographs inside and outside the Gran Coupé present the two models acting out signature burlesque poses. The pictures will be presented within an environment paying tribute to their origins. Returning back home to LA, they are exhibited at the fair for the very first time.

"BMW is pleased to be involved in the inaugural Paris Photo LA," said Ludwig Willisch, President and CEO, BMW of North America. "We are particularly looking forward to bringing out Andy Warhol art car and debuting our new photos."

BMW and Paris Photo celebrate the tenth anniversary of their partnership. As it has in Paris, BMW will provide VIP shuttle service during Paris Photo Los Angeles. For many years, the BMW Group has worked together with great photographers from Bettina Rheims and Bryan Adams to Karl Lagerfeld. The company has been involved in the arts for over four decades with hundreds of

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initiatives worldwide. In 2005, at the opening of Zaha Hadid's BMW Leipzig plant, BMW donated its unique collection of commissioned photographs by Thomas Demand, Wolfgang Tillmans, Rineke Dijkstra, Candida Höfer and Thomas Struth, among others, to the Leipzig Museum of Fine Arts. When it comes to promoting young outstanding photographers, among many other international cooperations, BMW has been active in providing scholarships for international artists in Germany as well as France, where residences have been set up at the Musée Nicéphore Niépce. In addition, BMW for many years has been engaged with Les Rencontres Arles, the acclaimed summer photography festival. As a long-term partner of Art Basel, Art Basel Hong Kong, Art Basel Miami Beach, Frieze London and New York as well as Tefaf Maastricht and many other fairs worldwide, BMW has taken an active part of furthering the visibility and innovative spirit of photography as an established form of artistic expression. Whenever possible, the company has complied with artist's request to allow for photo shootings at our plants around the world. In 2014, the overall yearly theme of the BMW Museum will be "Photography."

For more information on BMW and Culture, please visit [www.bmw-artcartour.com](http://www.bmw-artcartour.com), <http://www.bmwgroup.com/culture> and <http://www.bmwgroup.com/culture/overview>.

**Paris Photo LA**

Paris Photo, the world's most celebrated art fair for works created in the photographic medium, will take place at Paramount Pictures Studios offering Paris Photo Los Angeles the ideal setting to explore how artists have been and are using photography and moving images in their work in the 20<sup>th</sup> and 21<sup>st</sup> centuries.

Images can be found by searching 'Paris Photo LA' at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

**BMW Group in America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 116 MINI passenger car dealers, and 34 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at: [www.bmwgroupna.com](http://www.bmwgroupna.com).

**Journalist note:** Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.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 the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 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 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

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