

Media Information  
May 12, 2014

## **The BMW Art Car of Roy Lichtenstein on display at Art Basel's show in Hong Kong**

### **BMW is the Official Automotive Partner of the show**

**Hong Kong/ Munich.** One of this year's highlights of the international art scene will be the second edition of Art Basel's Hong Kong show, from May 15 to 18, 2014. 245 galleries from 39 countries show artworks from the 20th and 21st centuries by artists from Asia and around the globe. BMW, partner of the Hong Kong show since its launch in 2013, presents the legendary BMW Art Car by Roy Lichtenstein at the Hong Kong Convention and Exhibition Centre and provides the VIP car service for VIPs.

The third car of the BMW Art Car Collection was created in 1977, when the company asked Roy Lichtenstein to paint the exterior for the BMW 320 Group 5. Lichtenstein's design is a colourful and vibrant landscape of a Pop art artwork, reflecting his famous comic strip style in the paintwork. "The painted lines symbolise the road the car has to follow and the artwork also portrays the surroundings through which the car is being driven", the artist explained.

For almost 40 years, the BMW Art Car Collection has fascinated art and design enthusiasts as well as lovers of cars and technology the world over with its unique combination of fine art and innovative automobile technology. Until now the collection includes 17 cars by renowned artists such as Frank Stella, Roy Lichtenstein, Robert Rauschenberg, Jenny Holzer, Olafur Eliasson and Jeff Koons and has been presented at art fairs all over the world. In 2014, BMW published the first comprehensive publication about the legendary BMW Art Cars.

In addition to Art Basel's shows in Basel, Miami Beach and Hong Kong, the BMW Group also supports other prestigious art fairs all over the world, as well as the art initiatives Gallery Weekend Berlin and Independent Collectors. The company also cooperates on a long-term basis with numerous cultural institutions and artists worldwide, supporting projects such as BMW Tate Live and Preis der Nationalgalerie für junge Kunst.

More information about the cultural commitment of the BMW Group is available at: [www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/culture/overview](http://www.bmwgroup.com/culture/overview)

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Page 2

**About Art Basel**

The second edition of Art Basel in Hong Kong will feature 245 premier galleries, from 39 countries and territories from Asia, Europe, the Americas and the rest of the world and more than 3,000 artists, ranging from young emerging artists to the Modern masters from both Asia and the West from the 20th and 21st centuries. With around 50 percent of galleries having exhibition spaces in Asia and the Asia-Pacific region, Art Basel underlines its commitment to showcasing the best art from the region. The show will include for the first time a Film sector, curated by Li Zhenhua, and hosted in collaboration with the Hong Kong Arts Centre. Art Basel in Hong Kong, whose Lead Partner is UBS, will take place from May 15 to 18, 2014 at the Hong Kong Convention and Exhibition Center.

Website: [www.artbasel.com/en/Hong-Kong](http://www.artbasel.com/en/Hong-Kong)

**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 Schwanzner, Zaha Hadid and Coop Himmelbl(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 2013, the BMW Group sold around 1.963 million cars and 115,215 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.

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