

Media Information  
October 2, 2018

## **BMW to host various programs during Frieze London 2018 BMW Open Work and new BMW 8 Series Coupe to be presented at BMW Lounge**

**London/Munich.** From October 5 to 7, 2018, Frieze London will open its doors in Regent's Park for the 16th time, with preview days on October 3 and 4. The main section of the fair will be host to around 160 international galleries staging solo and group exhibitions of contemporary artists. As one of the fair's long-term partners, BMW will welcome visitors to its new BMW Lounge space and flank the fair's opening days with a diverse program. As in previous years, BMW will also provide the limousines of the VIP shuttle service transporting the fair's VIP guests.

### **BMW Art Talk with Tim Marlow and Christian Marclay**

To celebrate the opening of Frieze London 2018, BMW will host an art talk at the brand-new White City House. Tim Marlow will share his "60 minutes with Christian Marclay" with an interested crowd to gain rare insights into the artist's way of working. Since 2014, Soho House and BMW i have been cooperating internationally in the creation of events and experiences focussing on contemporary art, innovation and design.

### **BMW Open Work by Sam Lewitt**

When the fair will open its doors on October 3, the BMW Lounge will also open. Apart from a new location and updated design, the company is excited to showcase the second instalment of BMW Open Work by Frieze, a major artistic initiative bringing together art, design and technology in pioneering multi-platform formats. Curated by Attilia Fattori Franchini, US-based artist Sam Lewitt will unveil CORE (the "Work"), partly an installation focusing on motor engineering and technology, to conceptually and physically explore the production cycle of a BMW engine. Lewitt's work is the result of a rich dialogue with BMW engineering and design experts. An avant-garde approach to motor engineering and research is also the focus of the new BMW 8 Series Coupe (combined fuel consumption 10,5 – 5,9 l/100 km\*; combined CO2 emissions: 240 – 154 g/km\*) on exclusive view in the other half of the lounge space. Via a fan, Lewitt creates a circulating dialogue between the two spaces, fostering an active exchange between the vehicle and the sculptural installation.

Apart from unfolding as an installation in the lounge, CORE (the "Work") also comprises an online presence at [closed\\_core.com](http://closed_core.com) and a soundscape in BMW's Courtesy Car Service at the fair. The soundscape LEISURE (the "Work") was created in close collaboration with composer Renzo Vitale who also works as an acoustic engineering specialist and sound designer for BMW. All visitors keen on delving deeper into Lewitt's artistic process are invited back to the BMW Lounge on October 4 in the afternoon where he will speak with Fattori Franchini on BMW Open Work and his creation. The talk will be moderated by Thomas Girst, Head of BMW Group Cultural Engagement.

### **Launch of 5<sup>th</sup> BMW Art Guide**

On occasion of Frieze London, BMW will also launch the 5<sup>th</sup> edition of the BMW Art Guide by Independent Collectors on October 4 in the morning at the BMW Lounge. Christian Kaspar Schwarm from Independent Collectors will present the new edition and will discuss "Collecting & Beyond" with Patrizia Sandretto Re Rebaudengo and Alexander V. Petalas. The expanded new edition of the BMW Art Guide, a one of a kind guide to private collections accessible to the public worldwide, illustrates 270 collections in



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45 countries and 196 cities – including some that are showcasing their collection for the very first time. It is also available as an eBook.

In addition to its commitment to Frieze, BMW has been an active partner of renowned international art fairs including Art Basel Hong Kong, Miami and Basel, Gallery Weekend Berlin and TEFAF Maastricht for over a decade. BMW Group also is a partner of internationally acclaimed museums including the Tate Modern in London and a supporter of young talents with initiatives such as BMW Art Journey or Preis der Nationalgalerie.

## CO2 EMISSIONS &amp; CONSUMPTION.

Combined fuel consumption 10,5 – 5,9 l/100 km\*; combined CO2 emissions: 240 – 154 g/km\*

\* Fuel consumption figures are provisional (in some cases), based on the EU test cycle and may vary depending on the tyre format specified.

**About BMW Group's Cultural Commitment**

For almost 50 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 contemporary and modern art, classical music and jazz 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, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have co-operated with BMW. In 2016 and 2017, female artist Cao Fei from China and American John Baldessari created the next two vehicles for the BMW Art Car Collection. Besides co-initiatives, such as BMW Tate Live, the BMW Art Journey and the "Opera for All" concerts in Berlin, Munich and London, the company also partners with leading museums and art fairs as well as orchestras and opera houses around the world. The BMW Group takes absolute creative freedom in all its cultural activities – as this initiative is as essential for producing 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)

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**About Frieze**

Frieze is the leading platform for modern and contemporary art for scholars, connoisseurs, collectors and the general public alike. Frieze comprises three magazines—frieze magazine, Frieze Masters Magazine and Frieze Week—and four international art fairs—Frieze London, Frieze Masters, Frieze New York and Frieze Los Angeles. Additionally, Frieze organizes a program of special courses and lectures in London and abroad through Frieze Academy.



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Frieze was founded in 1991 by Matthew Slotover and Amanda Sharp, with the launch of frieze magazine, the leading international magazine of contemporary art and culture. In 2003, Sharp and Slotover launched Frieze London art fair, which takes place each October in The Regent's Park, London. In 2012, they launched Frieze New York, which occurs each May in Randall's Island Park, and Frieze Masters, which coincides with Frieze London in October and is dedicated to art from ancient to modern.

**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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based 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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