

Media Information  
May 29, 2019

## **Premiere of “SYNC”, an installation created by Daan Roosegaarde, inspired by the BMW Vision iNEXT. BMW and Daan Roosegaarde present new design collaboration during Art Basel.**

**Basel.** From June 13 to 16, 2019, Art Basel brings the international artworld together, showing a wide range of works by emerging and established artists, represented by 290 of the leading galleries worldwide. As a long-standing global partner of the shows in Basel, Miami Beach and Hong Kong, BMW together with Studio Roosegaarde invites visitors to experience “SYNC” showing the beauty of connectivity- an immersive installation inspired by BMW Vision iNEXT addressing the impact of human-centred design on space.

### **“SYNC” – step into the future**

The BMW Vision iNEXT symbolises a new era of driving pleasure by providing insights into the future of personal mobility, which revolves more than ever before around people, our emotions, needs and preferences. The vision vehicle is a harmonious balance between futuristic technology and modern living space. Providing revealing answers to the question: “What does a vehicle look like that no longer needs to be driven by a person but can be if desired?” The combination of completely novel interior design using shy-tech and autonomous driving, inspired Daan Roosegaarde to translate its core messages – interior design, interaction and connectivity between humans, vehicles and their surroundings in order to flawlessly navigate in cities – into “SYNC”.

“When I was a boy I never stayed inside, I always went outside. Playing in nature of the Netherlands, I was so used to personalizing and customizing the world around me; building tree-huts, looking at the flow of wandering ants, exploring new worlds” said artist **Daan Roosegaarde**. “For me this is the essence of design; to create landscapes to which you feel connected, with your mind, your body, with each other.”

“SYNC” is a combination of a flexible membrane, light and music. The soundscape was specially composed by the duo Tale Of Us (Carmine Conte and Matteo Milleri). By stepping into the immersive installation each visitor creates through his physical presence a unique space shown by changing light. The more people experience the space, the more different it connects and transforms into a collective moment.

“Collaborations with designers and artists are a very valuable source of inspiration for me and my team. The creative exchange with Daan Roosegaarde and his approach encouraged us to research and experiment new forms of interaction. SYNC is an emotional approach to the integration of high tech, which we have called ‘Shy-Tech’ in our BMW Vision iNEXT.” **Adrian van Hooydonk, Senior Vice President BMW Group Design**, about Studio Roosegaarde’s creative approach of transforming human-centred design into an art installation.

“SYNC” not only demonstrates the individual impact on space; its goal is to illustrate how essential human interaction is for our sustainable future. The starting line for the design collaboration between Studio Roosegaarde and the BMW i Design team were inspiring dialogues about the opportunities and challenges of autonomous driving. The installation

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is open to public Thursday, June 13 – Saturday, June 15 starting 10 am until 8 pm as well as Sunday, June 16 starting 10 am until 6 pm at Voltahalle, Voltastraße 27, 4056 Basel.

**June 11, 2019 07.30 PM**

**BMW Reception**

In the evening of Tuesday, June 11 BMW will host a cocktail reception at Voltahalle. **Art Basel, Daan Roosegaarde and BMW will present “SYNC”.**

**BMW Art Journey**

That evening BMW and Art Basel are delighted to also announce the **next winner of the BMW Art Journey**, a joint initiative founded in 2015. The nominees are: Clarissa Tossin, represented by Commonwealth and Council, Los Angeles, Lu Yang, represented by Société, Berlin, and Shen Xin, represented by Madeln Gallery, Shanghai.

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**For further questions concerning the cooperation with Art Basel please contact:**

Prof. Dr Thomas Girst  
BMW Group Corporate and Governmental Affairs  
Head of Cultural Engagement  
Telephone: +49-89-382-24753  
Email: [Thomas.Girst@bmwgroup.com](mailto:Thomas.Girst@bmwgroup.com)

Stefanie Jennes  
BMW Group Corporate and Governmental Affairs  
Cultural Engagement  
Telephone: +49-89-382-30804  
Email: [Stefanie.Jennes@bmw.de](mailto:Stefanie.Jennes@bmw.de)

**For further questions concerning collaboration Daan Roosegaarde and BMW iNext please contact:**

Sophie Seidenath  
BMW Group Corporate and Governmental Affairs  
BMW Group Design Communication  
Telephone: +49-89-382-27473  
Email: [Sophie.Seidenath@bmwgroup.com](mailto:Sophie.Seidenath@bmwgroup.com)

[www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
Email: [presse@bmw.de](mailto:presse@bmw.de)

**For further questions concerning Art Basel please contact:**

Dorothee Dines  
Art Basel Global  
Head of Media Relations  
Telephone: + 41 58 206 27 06  
Email: [dorothee.dines@artbasel.com](mailto:dorothee.dines@artbasel.com)

**About Daan Roosegaarde**

Daan Roosegaarde (1979, Nieuwkoop) is an artist and innovator from the Netherlands known for his innovative designs for public spaces which bring together social design, art and (bio-)technology. He characterises his work as 'techno-poetry': a blend of technology and creativity that blurs the boundaries between the humanities and the sciences and is, according to the artist, the engine that drives social change. Working with a team of designers, engineers and project managers, he investigates subjects such as the relationship between humans and technology, between the digital and the physical, and between living and nonliving matter. Natural phenomena such as luminous jellyfish and fireflies fascinate him and the element of light frequently plays a key role in his work, as we see in projects like Waterlicht, Smog Free Tower, and Icoon Afsluitdijk.

**About Art Basel**

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach and Hong Kong. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel's engagement has expanded beyond art fairs through a number of new initiatives such as Art Basel Cities, working with partner cities on bespoke cultural programs. For further information, please visit [artbasel.com](http://artbasel.com).

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**BMW Art Journey**

Launched in 2015, the BMW Art Journey is a collaboration between Art Basel and BMW, created to recognize and support emerging artists worldwide. From 2018 onwards this unique award is open to artists who are exhibiting in the Discoveries sector during Art Basel in Hong Kong. A judging panel comprised of internationally renowned experts meet first to select a shortlist of three artists from the sector, who are then invited to submit proposals for a journey aimed to further develop their ideas and artistic work. The jury reconvenes to choose a winner from the three proposals. Members of the jury are Claire Hsu, Executive Director Asia Art Archive, Hong Kong; Matthias Mühling, Director Städtische Galerie im Lenbachhaus, Munich; Patrizia Sandretto Re Rebaudengo, Presidente Fondazione Sandretto Re Rebaudengo, Turin; Philip Tinari, Director Ullens Center for Contemporary Art (UCCA), Beijing; Samson Young, artist and winner of the first BMW Art Journey. For further information on the BMW Art Journey, please visit: [www.bmwartjourney.com](http://www.bmwartjourney.com)

**About BMW Group Cultural Engagement**

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, Moscow 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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**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 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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