

Media Information  
October 25, 2019

## **BMW Group as official partner of Art D'Égypte in Cairo.** **Third edition explores "Reimagined Narratives".**

**Cairo/Munich.** The BMW Group has been partnering with **Art D'Égypte** since its second edition in 2018. This year's exhibitions run under the theme "Reimagined Narratives" and take place at the site of Historic Cairo between October 17 and November 9, 2019. Art D'Égypte is held under the auspices of the Egyptian Ministry of Antiquities and under the patronage of UNESCO.

Since 2017, Art D'Égypte has organised annual exhibitions with the long-term view of promoting Egyptian contemporary art. The aim is to support young and emerging artists as well as to call attention to Egypt's modern and contemporary art scene. While linking the event to the country's cultural and historic heritage, Art D'Égypte wants to highlight the diversity and richness of Egyptian art over the centuries. The exhibition features some of the region's leading galleries and uses sustainable development initiatives. A strong program of educational events, free public key-note speaker lectures, as well as collateral exhibitions has been created to frame this year's Art D'Égypte.

"This is not the first time we aim to merge contemporary art and ancient history," founder of Art D'Égypte **Nadine Abdel Ghaffar** said, "In our first show 'Eternal Light: A Night of Art at the Egyptian Museum', works of some of Egypt's foremost contemporary artists were displayed against the timeless backdrop of ancient artefacts at the Egyptian Museum in Cairo. Our aim was to show the world that Egypt has continued to play a central role in the contemporary art and cultural landscape. Last year, we organised 'Nothing Vanishes, Everything Transforms', the second in our successful series of exhibitions. It put on view a collection of artworks by 28 contemporary artists at the Manial Palace Museum in Cairo, who's Andalusian, Arab and Ottoman halls speak of the diversity of Egyptian culture and arts."

This year's edition of Art D'Égypte will bring together 28 acclaimed and award-winning Egyptian contemporary artists who will display a unique collection of their works. Contemporary artists being on display this year are: Ahmed Askalany, Ahmed El Shaer, Ahmed Farid, Ahmed Karaly, Ahmed Keshta, Amir Youssef, Daaa El Din Daoud, Farida El Gazzar, Fathi Hassan, Ghada Amer, Hany Rashed, Heba Y. Amin, Huda Lutfi, Ibrahim Ahmed, Ibrahim El Dessouki, Ibrahim Khatab, Islam Shabana, Karim El Hayawan, Marianne Fahmy, Marwan Elgamal, Medhat Shafik, Moaaz El Dmasy, Mohamed Monaiseer, Mohamed Shoukry, Mohamed Banawy, Sherin Guirguis, Tarek Naga and Yasmine El Meleegy.

The exhibition will be attended by renowned curators, collectors, archaeologists, ministers as well as historians. All of them have the common interest of ensuring that the Egyptian art landscape gets more attention on a global scale through sustainable cultural development initiatives such as Art D'Égypte.

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**About Art D'Égypte**

In its first two years of exhibitions Art D'Égypte, has drawn over 10,000 visitors, including a significant increase of tourist visits to Nothing Vanishes. Everything Transforms. In-kind donations valued at LE7.5 million where facilitated in order to preserve and upgrade historic sites where the shows take place, including integrated lighting systems. Nothing Vanishes. Everything Transforms saw the first collection of art pieces to be covered by SMARTIFY in the Arab region, opening the door for the use of digitizing art. Eternal Light saw international and local press coverage including Reuters, BBC, AFP, AP, France24 as well as publications such as Art Daily, Orient, Express, Le Point, La Croix.

Nothing Vanishes. Everything Transforms gained international and local press coverage by Reuters, Art Daily, Associated Press, Associated French Press, L'Express, La Croix, Harper's Bazaar, Le Point, Daily Mail, Global Times, Vietnam News, L'Orient Le Jour, CNN, BBC, Enigma, Egypt Independent, Arab News, Al Masry Al Youm as well as other industry publications.

This year Art D'Egypte is under the UNESCO patronage thanks to its efforts in promoting sustainable development initiatives, cultural development through educational collateral programs and lectures, and heritage preservation through private-public partnerships. Reimagined Narratives is Art D'Egypte's biggest exhibition to date held at El Mu'iz street in Historic Cairo under the auspices of the Egyptian Ministry of Antiquities.

**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. As part of its art programme "Muse", Rolls-Royce partners for the initiative "The Dream Commission" with two internationally esteemed art institutions. Together with Fondation Beyeler and Serpentine Galleries, emerging and established artists are invited to submit a moving-image work that delivers an immersive sensory experience. The artists are nominated and chosen by renowned personalities of the art world like Daniel, Birnbaum, Hans Ulrich Obrist, Cao Fei, and Theodora Vischer. BMW Group takes absolute creative freedom in all its cultural activities for granted – as this initiative is as essential for producing groundbreaking artistic work as it is for major innovations in a successful business.

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

Facebook: <https://www.facebook.com/BMW-Group-Culture>

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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 31 production and assembly facilities in 15 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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