

Media Information
November 4, 2019**As long-term partner of Paris Photo, BMW presents haunting photographs by Emeric Lhuisset.****The winner of the BMW Residency at the GOBELINS School of Visual Arts displays “The other shore”.**

Munich/Paris. From November 7 until 10, and with a preview day on Wednesday, November 6, the 23rd edition of Paris Photo will take place at Grand Palais. The fair is the largest international art fair dedicated to the photographic medium and is held each November at the historic Grand Palais in Paris. Since 1997, its mission is to promote and nurture photographic creation and the galleries, publishers and artists at its source. Paris Photo brings together up to 200 exhibitors from across the world. Emeric Lhuisset, winner of the BMW Residency at the GOBELINS School of Visual Arts, presents “L’autre rive” (The other shore) during this year’s Paris Photo. BMW is official partner of Paris Photo since 2003.

The exhibition “L’autre rive” by Emeric Lhuisset, winner of the BMW Residency.

Emeric Lhuisset presents “L’autre rive” at the Paris Photo fair from November 7 to 10, 2019. The choice of images and the scenography are proposed by the photographer, under the artistic direction of François Cheval; the exhibition is produced by BMW Art & Culture.

The project completed during the BMW Residency.

Continuing his reflection on refugees, after having shown the creation of a situation leading to exile, Emeric Lhuisset wished to work with certain individuals that he had met in Iraq or in Syria, and who today have become refugees. Through his project, the artist examines the western world’s perception of these individuals. During the BMW Residency at the GOBELINS School of Visual Arts, he was able to experiment with and improve on different technical processes.

At Paris Photo, he presents images from his series “Théâtre de guerre” (Theater of war), inviting Kurdish combatants to replay their reality in dramatizations inspired by classical paintings. These images of women and men in battle make reference to this heroization. A series of cyanotypes followed, showing these same women and men, a few years later as refugees after having crossed the sea in search of a better life. The winner chose to use an old process, cyanotype in particular for its blue rendering – blue, the colour of this sea where so many vanish, but also the blue of Europe.

Because it focuses solely on the event, photojournalism is usually presented as the only relevant commentary. However, an isolated event does not speak for itself. By nature, the speed of the event, its element of surprise, seem to correspond to the supposedly neutral qualities of the camera. Emeric Lhuisset breaks the taboo of immediacy in favor of an awareness, the fruit of commitment and questioning.

François Cheval, artistic director of the BMW Residency, on “L’autre rive”.

“The world is never seen as it truly is. This makes the photographic act the most common of illusions. That which common mortals do not know is included in the rules that we accept unanimously on a daily basis. In contrast, for those who make photography their profession, by vocation, the time that it provides and the means that it

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grants, besides any commercial or institutional determination, constitute the rare substrate necessary for creativity.”

In the exhibition, the public will discover a video produced by Clothilde Royer who followed Emeric Lhuisset during the creation and production of his work, within the framework of the means of transmission jointly decided by BMW and GOBELINS.

The Hahnemühle paper mill, founded in 1584, is a partner of the BMW Residency for this project. Hahnemühle, which produces artist's papers for traditional art techniques and Fine Art papers, allowed Emeric Lhuisset to carry out research and experiments on its papers including the production of the Cyanotype prints of this exhibition, on Hahnemühle 600g 100% cotton Leonardo satin grain paper. Through this partnership with the BMW Residency, Hahnemühle is proud to support Emeric Lhuisset in his work and to be able to contribute to increasing his notoriety among a seasoned public.

Lewis Bush, the ninth winner, who entered into Residency at the beginning of October 2019 will present the first images of his work in progress at GOBELINS. Born in 1988, Lewis Bush is a British photographer, writer, curator and educator. He worked for the United Nations Organization and then began to practice documentary photography in 2012. His work explores various forms of contemporary power. John Berger's "Ways of Seeing" is Lewis's starting point in trying to decrypt and understand the images of today. He wants to work on "soft power" and "cultural power", on machines and their influence: the data they collect without our knowledge and the invisible power that they generate. He evokes a technological evolution that appears neutral. He will attempt to show the complexity of the technologies and their impacts on the world. Lewis Bush will also develop an application in enhanced reality in order to reinvent John Berger's book.

The opening will be held on Wednesday, 6 November, in the presence of the winners Emeric Lhuisset and Lewis Bush, of Vincent Salimon, Chairman of the Executive Board of the BMW Group France, Christoph Wiesner, artistic director of Paris Photo and a member of the Jury of the BMW Residency, François Cheval, artistic director of the Residency.

Book signing of "Quand les nuages parleront" on Saturday, 9 November at 5:00 p.m. at the BMW sales outlet. Editions Trocadero and BMW co-published a book presenting an extract of the images produced by the winner of the Photographic Residency at the GOBELINS School of Visual Arts. This book is the eighth work of the collection BMW Art & Culture devoted to the winners of the BMW Residency.

This year, for the first time, BMW presents the **BMW Art Guide by Independent Collectors**, created in 2012 at the initiative of BMW and private collectors united in their shared passion for contemporary art and aspiring to share it with the public. The fifth edition displays 270 private collections in 45 countries and 196 cities, each offering a unique experience. BMW is pleased to offer this unique guide to collectors of the fair so that they can prolong their experience.

BMW, Partner of Paris Photo and patron of photography since 2003.

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BMW is proud to have been at the side of Paris Photo since 2003. This partnership is part of the BMW Group's cultural commitment and is multi-faceted: The BMW Group France is an official partner bringing necessary support to the quality and exposure of this internationally recognized fair. Each year, the company also highlights emerging creation by producing the personal exhibition of the winner of the BMW Residency shown at the Paris Photo fair. Finally, within the framework of supporting the fair's VIP program, a fleet of BMW limousines and BMW electric town cars is made available to transport dignitaries invited by the fair.

Vincent Salimon, Chairman of the Executive Board of the BMW Group France

underlines "BMW France has been a partner of the Paris Photo fair since 2003. The long-term vision which motivates us gives our commitment meaning and ensures that both the fair and the winners have the potential to create and to present their work to the public".

The BMW Residency: a unique and ambitious partnership.

The BMW Group has always been motivated by a pioneering spirit and defends the values of aesthetics and technological innovation. Just like for photography, the qualities of agility, creativity, and innovation are essential for inventing the future of mobility. BMW France therefore naturally turns to photography to offer a forum for free expression and to foster the emergence of talents through exclusive support and excellence each year.

The BMW Residency is an unprecedented and ambitious program of cultural patronage initiated in 2011. Unprecedented, because it strives to propose new keys to understanding the interaction between art and technology and their impact on man and society. Ambitious, because it promotes experimentation and artistic and technological innovation. After six years of partnership with the Nicéphore Niépce Museum, in 2017, BMW France gave new direction to the BMW Residency by initiating a partnership with the GOBELINS School of Visual Arts in Paris, where the winners benefit from an environment that is fully focused on innovation, transmission and new technologies.

This partnership with GOBELINS opens vast horizons; thanks to the resources of the visual arts school, the winner can focus on all types of work, ranging from old processes to virtual reality. The innovative teaching and experimentations of the school, the transmission between experts, the winner, and students perfectly reflect the philosophy expressed by BMW for the years to come. Furthermore, through this support, the BMW Group is the first company to participate in the equal opportunities policy of GOBELINS and to promote scholarships intended to cover the curriculum of two students for three years.

The call for nominations for the 2020 award-winner will be launched at the beginning of January 2020.

Practical information:

Exhibition "L'autre rive" by Emeric Lhuisset, produced by BMW Art & Culture.
Paris Photo fair at the Grand Palais from 7 to 10 November 2019

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About Emeric Lhuisset

Educated and holding degrees in art (Ecole des Beaux-Arts de Paris - Ensba) and in geopolitics (University Panthéon-Sorbonne / Ecole Normale Supérieure d'Ulm - Center for geostrategy). His works have been shown in numerous exhibitions around the world (Tate Modern in London, Museum Folkwang in Essen, Institut du monde arabe in Paris, Musée du Louvre Lens, Stedelijk Museum in Amsterdam, Rencontres d'Arles, Surssock Museum in Beirut, CRAC Languedoc-Roussillon, Musée du Louvre Lens...). In 2017, he won the Grand Prix Images Vevey - Leica Prize, in 2011 the Paris Jeunes Talents award. His work is present in numerous private collections as well as those of the Stedelijk Museum and of the Nicéphore Niepce Museum. In addition to his art practice, he teaches contemporary art & geopolitics at the Institute of Political Studies of Paris (Sciences Po).

About François Cheval

Born in Belfort in 1954 and currently living and working in Chalon-sur-Saône. Having studied history and ethnology, he has curated museums since 1982. Between 1996 and 2016, he was the director of the Nicéphore Niepce Museum in Chalon-sur-Saône. In this role, he set about eliminating preconceptions surrounding photography, while also demonstrating the originality of the "photographic act" through a fresh approach to museum management and communication. As an extension of projects developed outside museums, he continues his work as an artistic director and exhibition curator determined to challenge accepted wisdom in photography as a medium and discipline by creating opportunities for discovery, questioning and perhaps also pleasure. François Cheval has been the artistic director of the BMW Residency since it was established in 2011.

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 Buren, 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 and 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 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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