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BMW Group France announces the first winning duo of BMW ART MAKERS, its new patronage programme in the field of visual arts and contemporary image-making.

The jury have selected artist Arash Hanaei and curator Morad Montazami.

- Through its call for projects, BMW ART MAKERS brings together and supports an emerging visual artist and a curator, who must apply jointly. This is the first programme on this scale to support an artist-curator duo.
- The duo will begin work in February which will be exhibited at the Rencontres d'Arles in July and at Paris Photo in November 2022.
- BMW Group France awards a €10,000 scholarship to the artist and a €8,000 scholarship to the curator, in addition to a €15,000 budget for researching and producing works.

Paris. Artist Arash Hanaei and curator Morad Montazami have been named as winners of the BMW ART MAKERS programme.

Following a call for applications, a shortlist was created by the jury members and the BMW ART MAKERS team, after which ten artist-curator duos were interviewed via video conference.

The jury unanimously selected the artist-curator duo Arash Hanaei and Morad Montazami who won them over with their project entitled "Hantologie post-urbaine" ("Post-urban hauntology"). The dialogue fostered by the two applicants demonstrated their synergy and the importance of the curator's contribution through his ability to take a step back when considering the chosen subject. The jury was impressed by the first series presented in the application that display the decision to create an installation that combines various visual systems and a masterful deep-dive into a futurist universe.

"Hantologie post-urbaine" is a project that invites us to rethink our relationship with the utopian architecture of the 1960s and 1970s and the urban ecosystem of the suburbs that host them. This work is made up of still and moving computer images, evoking the digital culture through which architectural ghosts pass. Their socio-political ideal remains in a dream state, but lingers on through their physical substance. The emphasis is on two parallel worlds: the suburbs around the city and the virtual world created by big data.

“As winners of the 2022 BMW ART MAKERS programme, we are honoured by the trust placed in us to successfully create an innovative installation that proposes poetry and a visual policy that considers the spectator’s emancipation, in an era of image “capture”, big data and algorithmic warfare.” Arash Hanaei & Morad Montazami

The BMW ART MAKERS programme will enable them to carry out this project.

Two heads are better than one. This partnership draws on the strength of a strong, like-minded duo to generate the trust and competitive spirit required for completing a major project from the initial idea to the end work. Alongside the artist, the curator performs the roles of artistic director, scenographer and designer and ensures the project is completed to artistic standards, timeframe and budget.

“The human-machine relationship, creativity, innovation, support and commitment are all key BMW Group values. In these unpredictable times, this new art patronage programme speaks for itself: this artist-curator duo sparks an emotional conversation with our society and offers a different take through experimentation. We are looking forward to seeing what Arash Hanaei and Morad Montazami have created in relation to the post-urban and post-internet world,” Maryse Bataillard, Head of Corporate Communications and CSR, BMW Group France.

The shortlist and trends selected by the BMW ART MAKERS jury.

The jury, made up of Florence Bourgeois, Director of Paris Photo, Hervé Digne, President of Manifesto, Chantal Nedjib, Founder of L’image par l’image, and Christoph Wiesner, Director of the Rencontres d’Arles, was supported in the selection process for the first BMW ART MAKERS programme by renowned figures in visual arts: Léa Bismuth, exhibition curator and art critic, Jérôme Poggi, Galerie Jérôme Poggi, Nathalie Mamane Cohen, Vice-President of Friends of the Centre Pompidou, and Maryse Bataillard, Head of Corporate Communications and CSR, BMW Group France

In this new programme, the jury members will also act as mentors and will monitor the project’s development throughout its creation process.

The ten shortlisted duos were selected from 125 applicants who submitted a proposal including a statement of intent, a budget and a production schedule, scenography and images of their prior works. These 125 applications demonstrated a wide range of profiles and work. 43% of applicant duos were mixed, 35% were all-female and 22% all-male. 47% were French and 53% international, from more than thirty countries worldwide.

The major trends that emerged reflected social issues. Many projects considered the environment and in particular trees and water. Society was the focus of proposals on post-colonialism, feminism, disease and its resilience. Technology was also a common theme, with a particular emphasis on artificial intelligence.

Biographies of the winners

Arash Hanaei is an artist who lives and works in Paris. After growing up and studying in Tehran, he developed a practice that combines several techniques and media. His series of “digital drawings” entitled Capital (2009-2016) is a critical map of the city of Tehran following the Iran-Iraq war. His work gradually shifted from documentary practices to inter-media speculations and post-internet strategies. With the series Cyclothymia of a Land, Hanaei further provokes dialectic thought between urban cityscapes and digital landscapes, heightening his art of the visual palimpsest (including modernist architecture, accounts of war or attacks, video games, etc.). In recent years, his work has been displayed in solo exhibitions: Poush Manifesto (Paris), Yassi Foundation (Tehran), Goethe Institute (New York), etc. He has also contributed to group exhibitions: Paris Museum of Modern Art (Paris), Palais de Tokyo (Paris), Potsdam Art Space (Potsdam), MAXXI (Rome), etc. His works are displayed in several international collections: LACMA Museum (Los Angeles), Centre national des arts plastiques (France), Paris Museum of Modern Art (Paris), Peters-Messer (Berlin), Salsali Museum (Dubai), etc.

Morad Montazami is an art historian, editor and exhibition curator who lives and works in Paris. After a period at the Tate Modern in London from 2014 to 2019 as curator specialising in the “Middle East and North Africa”, he developed the editorial and curating platform Zamân Books & Curating which studies and promotes Arab, African and Asian modernities. He has also written many essays on artists such as Zineb Sedira, Walid Raad, Latif Al Ani, Faouzi Laataris, Michael Rakowitz and Mehdi Moutashar, and was behind exhibitions including Bagdad Mon Amour, Institut des Cultures d’Islam, Paris, 2018; New Waves: Mohamed Melehi and the Casablanca Art School, The Mosaic Rooms, London/MACCAL, Marrakech/Alserkal Arts Foundation, Dubai, 2019- 2020; Douglas Abdell: Reconstructed Traphouse, Cromwell Space, London, 2021; Monaco-Alexandria. The Great Detour. World-Capitals and Cosmopolitan Surrealism, Nouveau Musée National de Monaco, 2021-2022.



Jury shortlist for the 2022 BMW ART MAKERS programme.

Florian Viel (artist) and Léo Marin (curator) with the project

Les inaccessibles péripéties d'une histoire de la planète

Anna Moreno (artist) and Andréa Rodriguez Novoa (curator) with the project

Strobe Surface

Pauline Rousseau (artist) and Margaux Bonopera (curator) with the project

Homonyma, mais qui est vraiment Pauline Rousseau ?

Nelson Bourrée Carter (artist) and Lucas Morin (curator) with the project

Cathedral Canyon

Samuel Fasse (artist) and Jade Barget (curator) with the project

But the flesh is Weak

Jennifer Douzenel (artist) and Anaël Pigeât (curator) with the project

Marche Avant

Boutheyna Bouslama (artist) and Joerg Bader (curator) with the project

La Promesse

Anna Tihanyi (artist) and Judit Geller (curator) with the project

A Woman's Chamber

Claire Adelfang (artist) and Béatrice Andrieux (curator) with the project

Botanica Monumenta

Arash Hanaei (artist) and Morad Montazami (curator) with the project

Hantologie Post-Urbaine

For further information, please contact:

Maryse Bataillard
BMW Group France
Head of Corporate
Communications and CSR
Tel.: +33 (0)1 30 03 19 41
Email: maryse.bataillard@bmw.fr

Maud Prangey
Press Officer
Tel.: +33 (0)6 63 40 54 62
Email: mprangey@gmail.com

BMW Group

Communications and Public Relations

BMW Art & Culture

The BMW Art & Culture Programme is part of a sponsorship policy that celebrated its 50th anniversary in 2021. Since 1971, the BMW Group has supported hundreds of projects worldwide in the fields of modern and contemporary art, jazz and classical music and architecture and design, thereby contributing to the dissemination of knowledge and the arts.

In France, BMW Group France has been sponsoring photography since 2003, when it launched a partnership with Paris Photo. It then teamed up with the Rencontres d'Arles event in 2010. Having previously sponsored artists backed by galleries, it launched the BMW Residency in 2011 with the Nicéphore Niepce Museum and then with the Gobelins School of Visual Arts to support emerging creative talents.

In 2021, after twenty wonderful years supporting photography and ten years of the BMW Residency program, BMW Group France stepped up its commitment to supporting the arts and reinvented its model for emerging work in the field of visual arts and contemporary image-making: the BMW ART MAKERS programme provides a scholarship to an artist-curator duo in addition to a budget for researching and producing works.

BMW Group in France

BMW Group operates four French sites in Montigny-le Bretonneux (headquarters), Tigery (training centre), Strasbourg (global spare parts and accessories centre), and Miramas (global technical trials centre). BMW Group employs almost 6,000 staff in France through its commercial and financial subsidiaries and exclusive distribution network.

En 2021, BMW Group France registered 71,306 automobiles under the BMW and MINI brands and 20,333 automobiles and scooters under the BMW Motorrad brand. Every year, BMW Group makes €3.5 billion of purchases from French equipment manufacturers and suppliers in France. These include Valeo, Michelin, Plastic Omnium, and Sogefi. In line with its electromobility strategy, BMW Group supplies a wide range of electric and rechargeable hybrid cars and bikes.

Moreover, BMW Group France pursues an active, long-term sponsorship programme through the BMW ART MAKERS programme which supports emerging work in the visual arts and renowned cultural stakeholders including the Rencontres de la Photographie d'Arles and Paris Photo. For over thirty years, BMW Group France has funded public welfare projects through its foundation under the auspices of the Fondation de France and is currently engaged in social entrepreneurship through its support for the organisations Ashoka and Make Sense. BMW Group's societal commitment is also reflected in its support for French sport, particularly through its partnership with the Fédération Française de Golf (FFG)

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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 2021, the BMW Group sold 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. Profit before tax in the 2020 financial year was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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