

Media Information  
September 5, 2022

## **Technology in the Service of Art.**

**Michael Hansmeyer is the Artist of BMW Art Club 2022.**

**Warsaw.** BMW presents the third instalment of the "BMW Art Club. The future is art" project. This year's artist is Michael Hansmeyer, who has been commissioned by BMW to create a monumental 360-degree multimedia projection and an architectural sculpture designed using artificial intelligence, which will be the counterpoint of the video. His exhibition "Digital Grotesque" will open at Nowy Teatr on 6 October.

Traditionally, as part of the BMW Art Club, the brand joins forces with a leading cultural institution in Poland to jointly prepare an innovative cultural event. Vibrancy, unfettered imagination, innovative use of new technologies and homage to beauty are the common denominator of the installations and sculptures of the artist, whose work has so far been shown at the Centre Pompidou in Paris, among others. Throughout his work, Michael Hansmeyer asks: "What are the things that were previously unattainable and became possible thanks to innovation?". This is exactly the question that guides BMW as a future-oriented brand.

By inviting the artist, architect and artificial intelligence expert Michael Hansmeyer to collaborate, BMW is creating an experience that will allow us to ask about the relationship between humans, technology, art and the world. As BMW Art Club project curator Stach Szabłowski reveals: "For our commission, the artist is preparing an immersive multimedia installation called 'Digital Grotesque' and a sculpture inspired by ancient columns to complement the virtual world. His hallmark is harnessing machines and intelligent algorithms to explore and create beauty. His artistic practice is a kind of laboratory for experimenting with the new possibilities that the development of intelligent technologies opens up for us in the fields of shaping space as well as creating beauty," explains Szabłowski.

"Digital Grotesque" is Hansmeyer's flagship project, which the artist has been perfecting for years. He works on every aspect of it: from writing code and algorithms using artificial intelligence, to 3D printing at the highest level of complexity currently possible, to the handiwork that requires surgical precision – the finishing of the installation. Designed especially for

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the Nowy Teatr space, the work will allow us to – literally – touch the effect of the algorithms created by the artist.

As Michael Hansmeyer himself explains: "I am interested in how developments in technology are redefining before our very eyes what is possible in architecture and design and, above all, what is conceivable. In my opinion, algorithms are a tool, but one that, in partnership with humans, is able to help them understand themselves, recognize their capabilities and even come closer to grasping the nature of such a fleeting concept as beauty."

BMW is a pioneer of new technologies, setting trends in sustainable mobility. At the Research and Innovation Center (FIZ) in Munich, BMW creates solutions that shape the future. Michael Hansmeyer's art combines the latest advances in programming and artificial intelligence with unrestrained creativity, for which tomorrow is the horizon. For his art practice, a visit to the FIZ in Munich was an inspiring and opening experience, and for BMW, the selection of the artist for this year's BMW Art Club was in turn a natural fit with the brand's core values.

The exhibition "Digital Grotesque" as part of BMW Art Club. The Future is Art 2022 will be on show from 6 to 22 October at the Nowy Teatr in Warsaw.

The entry will be free to all visitors of the Nowy Teatr. With this gesture, BMW fits in with the trend of making culture as widely available as possible, which has become stronger especially in a post-pandemic world. The brand is consciously creating a new form of cultural patronage.

The project partner is the Nowy Teatr, and the technology partner is Epson, which is providing the projectors used in the exhibition.

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**About the artist**

Michael Hansmeyer (born 1973) is an architect and programmer who explores and practices the innovative possibilities associated with the use of algorithms to generate and produce architectural forms. Hansmeyer's work, which the artist describes as "computational architecture", plays out at the intersection of the fields of design, visual art, coding and machine learning studies in the context of aesthetic exploration. Hansmeyer creates forms that exist in virtual reality as well as installations, spaces and architectural objects produced using 3D printing techniques.

His works have been exhibited at the Mori Art Museum in Tokyo, the Grand Palais, the Centre Pompidou and the Palais de Tokyo in Paris, the Museum of Arts and Design in New York, the Martin Gropius Bau in Berlin, and as part of the Design Miami / Basel and Gwangju Design Biennale, among others. As an architect, he worked with the world's leading architectural studios (e.g. Arata Isozaki & Associates, Herzog & De Meuron Architects). He is currently affiliated with the CAAD (chair of computer-aided architectural design) at the Faculty of Architecture at the ETH (Swiss Federal Institute of Technology) in Zurich. He lives and works in Munich.

**About BMW Art Club. The future is art**

The project BMW Art Club. The future is art is a long-term cultural activity inspired by BMW and realised in cooperation with groundbreaking artists and Poland's most important cultural institutions. Previous editions of the BMW Art Club have featured Boris Kudlička and the Grand Theatre – National Opera and Witek Orski with the National Symphony Orchestra of the Polish Radio in Katowice.

As an art patron BMW carries out innovative artistic projects all over the world. The brand is actively involved in the protection and development of world culture. It has collaborated with

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leading 20th-century artists, from Andy Warhol to Jeff Koons to Jenny Holzer. BMW carried out its projects in collaboration with Tate Modern, Teatro alla Scala and Art Basel, among others. In the artistic events created by BMW, art draws freely on technology, turning towards the future. This results in visionary events and activities that capture the spirit of the brand.

**About the Nowy Teatr**

The Nowy Theatre International Cultural Centre operates in Warsaw's Mokotów district. Its artistic director is Krzysztof Warlikowski, awarded, among others, the Golden Lion of the Venice Biennale (2021). The director has gathered around him a strong acting, curatorial and production team. Nowy Teatr creates and presents events of international scope, seeking out artists who radically expand the boundaries of the language of artistic expression. The Nowy Teatr, while being a place for combining different fields of art, is also mindful of its Mokotów neighbours and its educational mission.

**About Epson**

Epson is a global technology leader from Japan that connects people, things and information. Its products are efficient, compact and precise. Epson's key areas of development are inkjet printing for business as well as image visualization and projection. All devices are distinguished by low TCO, eco-friendliness and versatility of applications. For their efforts in this field, Epson has received numerous awards, including the platinum EcoVadis award, 14 Green Awards Data Master Lab, the Green Heart of Wprost magazine or the title of Ecological Company 2021 by GF.

**BMW Group Cultural Engagement**

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale BMW Art Cars Berlin Biennale Ólafur Eliásson Art Basel Max Hooper Schneider BMW Art Journey **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu Zaha Hadid Les Rencontres d'Arles Jeff Koons Acute Art Tate Modern **LONGEVITY** Artsy BMW Open Work by Frieze **PARTNERSHIP** Andy Warhol BMW Guggenheim Lab Lu Yang Samson Young Bavarian State Opera BMW Welt Jazz Award **CREATIVE FREEDOM** Tefaf **INTERACTION** State Academic Bolshoi Theatre of Russia Kyotographie Premio de Pintura Garage Museum of Contemporary Art Paris Photo **SUSTAINABILITY** Leelee Chan Art Dubai Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

Why Culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, even unsettling sometimes. As corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been involved in hundreds of cultural initiatives worldwide for over half a century, both in the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and as essential for groundbreaking works as it is for major innovations within a business enterprise like ours.

Further information: [www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/overview](http://www.bmwgroup.com/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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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