

Media Information

August 3, 2023

Sara Sadik to create 2023 BMW Open Work by Frieze.

New film and video game, using the new AirConsole technology of the BMW i5 as a playing device, will premiere at KOKO as part of Frieze London.

London/ Munich. BMW and Frieze continue their long-term partnership with BMW Open Work by Frieze, the annual major art initiative. In 2023, Marseille-based artist Sara Sadik will debut a film and video game conceived for the new BMW i5 at KOKO in Camden Town. The pioneering multi-platform format, curated by Attilia Fattori Franchini is bringing together art, technology and design.

Both works will premiere during Frieze London, which runs October 11-15, 2023. This year the fair celebrates its 20th anniversary with its most international edition to date and an extensive programme of cultural collaborations and events, including the BMW Open Work format.

Attilia Fattori Franchini (Curator, BMW Open Work) said: "I couldn't be more excited to work with Sara Sadik, whose practice carefully investigates and mines the intersection of art, gaming and digital technology. Sadik's project for BMW Open Work 2023 — a video game specially conceived for the BMW i5, using the car as a unique experiential device, and a film to play in the BMW lounge — brings the program in a wholly new direction. I can't wait for this project to take over the spaces of KOKO, reinforcing Frieze and BMW's joint commitment to experimental artistic practices."

Sadik's video and performance practice lies halfway between fiction and documentary. Drawing on video games, anime, science fiction and French rap, the artist creates initiatory stories that centre characters striving to achieve moral and physical transformation. Her commission at Frieze London comprises an interactive playable game, conceived specifically for the new, fully electric BMW i5 in collaboration with BMW Gaming and Innovation Lab experts, as well as a video presented both on the exterior of KOKO and in the BMW Lounge. BMW i5 designers will support Sadik in the technical conception of the game and extending the gaming experience in the car through sound and light.

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Titled LA POTION (EH), Sadik's commission utilises computer-generated scenarios to investigate the changing emotional states of young male characters. Her world-building renders their emotions visible while investigating the construction and performance of masculinity, its ethical and moral codes, and what it reveals about societal structures more broadly.

Sadik succeeds Nikita Gale (2022), Madeline Hollander (2020-21), Camille Blatrix (2019), Sam Lewitt (2018) and Olivia Erlanger (2017) as the artist chosen for the BMW Open Work initiative.

BMW Open Work by Frieze

BMW Open Work by Frieze is an annual joint initiative that brings together art, technology and design in a pioneering multi-platform format. Each year since 2017, BMW Open Work by Frieze invites an artist to create a visionary project inspired by technology, engineering prowess and BMW Design that explores current and future technologies as a vehicle for innovation and artistic experimentation.

Further information can be found at <https://www.frieze.com/bmw-open-work>.

If you have any questions, please contact:

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About Sara Sadik

Sara Sadik (b. 1994) lives and works in Marseilles. Her works have been shown at Luma Arles (2023); Biennale de Lyon (2022); at Gladstone Gallery, New York (2022); MACRO Museum, Rome (2021); Matadero, Madrid (2021); Sadie Coles HQ, London (2021); Schinkel Pavillon, Berlin (2020); and Palais de Tokyo, Paris (2019).

About Attilia Fattori Franchini

Attilia Fattori Franchini is an independent curator and writer based in Vienna. Working on the creation of experimental contexts for the production and display of contemporary practices, her work deals with technology and power structures, moving image and the cinematic, late-capitalism and the creation of alternative forms of subjectivity and representation. She is founder and Director of KUNSTVEREIN GARTENHAUS in Vienna and since 2017 is the curator of BMW Open Work by Frieze; Curva Blu, an artists' residency on the island of Favignana, Sicily; and the Emergent section of miart Milan.

About Frieze

Frieze is the world's leading platform for modern and contemporary art. Frieze comprises three magazines – frieze, Frieze Masters Magazine and Frieze Week – and five international art fairs – Frieze London, Frieze Masters, Frieze New York, Frieze Los Angeles and Frieze Seoul. In October 2021, Frieze launched No.9 Cork Street, a hub for visiting international galleries in the heart of Mayfair, London. Frieze is part of the IMG network.

Fair Opening Times

Wednesday, October 11: 11am – 7pm (invitation only)

Thursday, October 12: 11am – 7pm

Friday, October 13: 11am – 7pm

Saturday, October 14: 11am – 7pm

Sunday, October 15: 11am – 6pm

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

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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 and www.bmwgroup.com/overview

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The BMW Group

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In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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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