

Media Information
November 29, 2023

BMW and Alex Israel will unveil REMEMBR at Art Basel in Miami Beach 2023.

In a captivating fusion of art and technology, the AI-powered, participatory video installation guides visitors on a journey through time and memory.

Munich/Miami Beach. On the occasion of Art Basel Miami Beach 2023, BMW and Alex Israel will unveil REMEMBR, an AI-powered, participatory and interactive video installation that guides visitors on a journey through time and memory in a captivating fusion of art and technology. The new 100% electric BMW i5 played a fundamental role in inspiring Israel for this collaboration. REMEMBR will be exhibited from December 8 to 10, 2023, at Art Basel Miami Beach, the world's premier art show for Modern and contemporary art. As a global partner of the Art Basel shows, BMW will once again provide the VIP car service.

Alex Israel is a renowned contemporary artist based in Los Angeles, known for his innovative and thought-provoking work that often explores the intersection of popular culture, art and technology. His body of work, which includes paintings, sculpture and mixed-media installations, frequently draws inspiration from the vibrant culture and iconic imagery of his hometown. Israel's unique artistic perspective allows him to capture the zeitgeist of modern life in a way that is both insightful and engaging. His collaboration with BMW on the REMEMBR video installation, using the BMW i5 as a pivotal inspiration, showcases his commitment to exploring the boundaries of what art can be in the digital age.

"It was a true pleasure to meet with Alex in Munich and explore the BMW i5 together. His fascination with our latest innovation mirrors our shared commitment to blending the worlds of technology, design and art to pursue something truly extraordinary. The BMW i5 is a vehicle that not only moves you physically but emotionally and imaginatively, much like Alex's art", said **Domagoj Dukec**, Head of BMW Design.

Israel worked closely with BMW to develop AI technology that will collect, filter, compose and choreograph the visitor's phone's camera content. In an

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immersive installation across seven custom-designed screens at Art Basel Miami Beach, guests are invited to discover the hyper-memories of Alex Israel and, equally, share their own.

"Working on REMEMBR with BMW has been an incredible learning experience. The electric BMW i5 played a significant role in the conception of this project," said **Alex Israel**. "I always say that my real studio is my car. I get most of my ideas while I'm driving around LA and my memories stream and fuse with my imagination to bear new ideas as the radio shuffles and the city passes me by. The i5, with its AI technology and the My Modes feature, resonated for me as a milestone in the evolution of human-machine relationships. The i5 is a memory-making tool that encourages discovery, anticipates human need and tailors experience to each individual driver. Similarly, our phones have also helped to close this gap, evolving from mere communication devices into digital diaries—extensions of our memories and external hard drives in our pockets. REMEMBR asks: what if we could revisit and share all these memories in an engaging way? This project is a testament to the power of technology in shaping our memories and experiences, and I'm excited for visitors to explore it and themselves this December at Art Basel in Miami Beach," continued **Israel**.

"For over 50 years now, BMW has initiated cultural collaborations and forged meaningful connections with world-renowned artists and by extension art lovers everywhere - while promoting the creative spirit that drives our brand forward and inspires us all," said **Marcus Casey**, Chief Marketing Officer, BMW of North America. "We're delighted to collaborate with Alex Israel on this project that seamlessly blends art, technology and design, much like the first-ever 100% electric BMW i5."

REMEMBR reflects BMW's commitment to innovation, cutting-edge technology and design, which are key features of the new BMW i5. The new BMW 5 Series is digital, dynamic and now, with the BMW i5, also fully electric. The i5 represents the joy of moving forward as a symbol of integration and an empowering mindset. It represents the emotional

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spearhead that combines tech magic and human-centric design in a fully electric vehicle. The BMW My Modes allow the car to respond to the driver's mindset with different sensory environments, creating a human-centered approach to the use of technology.

Experience REMEMBR and the fully electric BMW i5:

December 8 - 10, 2023

BMW Lounge at Art Basel Miami Beach Collectors Lounge

Miami Beach Convention Center, 1901 Convention Center Drive, FL 33139

The BMW Group's Cultural Engagement, with exclusive updates and deeper insights into its global initiatives can be followed on Instagram at [@BMWGroupCulture](https://www.instagram.com/BMWGroupCulture).

Consumption and emissions figures:

BMW i5 M60 xDrive: Power consumption combined in WLTP cycle: 20.6 – 18.2 kWh/100 km. Electric range in WLTP cycle: 455 – 516 km.

If you have any questions, please contact:

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About Alex Israel (b. 1982, Los Angeles, CA)

For the last decade, Israel's art has embraced pop-culture as a global language. Trafficking in the invisible stardust of Hollywood and the detritus of film production—backdrops, sets and props—while riding the wave of the Internet and social media—as online talk-show host, eyewear and clothing designer, filmmaker and hologram—Israel's art practice doubles as a brand, centered around a Southern Californian millennial lifestyle for which his iconic

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profile-in-shades-logo becomes a sly emblem, mobilized across high-visibility platforms from the worlds of art, entertainment, fashion and tech. Embedded within each of Israel's endeavors is not only a landscape (of LA) and a portrait (of himself), but a cool and savvy meditation on a world fueled by celebrity, product placement and influence. A sort of sphinx behind dark lenses, the artist provokes an interrogation of the role of contemporary art in this new world.

Israel earned a B.A. from Yale University, Connecticut, and an M.F.A. from University of Southern California, Roski School of Fine Arts, Los Angeles. Israel's works are included in major museums and private collections worldwide, including: Los Angeles County Museum of Art; Moderna Museet, Stockholm; Whitney Museum of American Art, New York; Museum of Modern Art, New York; Centre Georges Pompidou, Paris; Museum Boijmans Van Beuningen, Rotterdam; The Israel Museum, Jerusalem; Museum of Contemporary Art, Los Angeles; and Solomon R. Guggenheim Museum, New York.

About Art Basel

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, Hong Kong, and Paris. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel's engagement has expanded beyond art fairs through new digital platforms and initiatives such as the Art Basel and UBS Global Art Market Report. Art Basel's Global Media Partner is The Financial Times. For further information, please visit artbasel.com.

BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale BMW Art Cars Berlin Biennale Ólafur Eliasson 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 and www.bmwgroup.com/overview

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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 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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