

Media Information

March 12, 2024

BMW and Alex Israel will present REMEMBR at Art Basel Hong Kong 2024.

The AI-based immersive video installation will be shown for the first time in Asia.

Munich/Hong Kong. On the occasion of Art Basel Hong Kong 2024, BMW and Alex Israel will present 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 engaging installation will celebrate its debut in Asia and revolves around the all-electric BMW i7 and its innovative in-car experience features. REMEMBR will be exhibited from March 28 to 30, 2024, at the Hong Kong Convention & Exhibition Centre (HKCEC). As Global Partner of Art Basel, BMW will once again provide the VIP car service at the show.

Alex Israel is an esteemed 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. REMEMBR, which evolved in collaboration with BMW using the BMW i5 as a pivotal inspiration, premiered at Art Basel Miami Beach in 2023. For the Asian debut in Hong Kong, it will be further developed and centred around the all-electric BMW i7. The video installation showcases Israel's commitment to exploring the boundaries of what art can be in the digital age.

"For more than 50 years, BMW has collaborated with some of the most creative and inspiring artists in the world – while promoting the creative spirit that drives our brand forward and inspires us all," says **Raymond Tan**, Managing Director, BMW Group Importer Region Hong Kong Macau and Taiwan. "We're thrilled to collaborate with Alex Israel on this project and to celebrate the Asia premiere together with the all-electric BMW i7 at Art Basel Hong Kong."

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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 immersive installation across seven custom-designed screens, 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. After the premiere of REMEMBR at Art Basel Miami Beach, I had the opportunity to further develop my initial concept on the basis of the BMW i7," said **Alex Israel**. "I often say that my real studio is my car. I get most of my ideas while I'm driving. I experience it as a very inspiring process: it brings back countless memories, sparks my imagination, and helps me to generate new memories and new ideas. The i7, with its AI technology and the My Modes feature, resonated for me as a milestone in the evolution of human-machine relationships. This car is an individually tailored capsule, a vessel for traveling through the world, but also through ones own subconscious mind. In a similar vein, our smartphones have evolved from mere communication devices into digital diaries and external hard drives for our memories. REMEMBR aims to revisit and share these memories in an engaging way. I'm excited for visitors to explore it and themselves this March at Art Basel Hong Kong."

REMEMBR reflects BMW's commitment to innovation, cutting-edge technology and luxury design, which are key features of the BMW i7. The i7 represents the joy of moving forward as a symbol of integration and an empowering mindset. It represents the emotional spearhead that combines tech magic, comfort, 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-centred approach to the use of technology.

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Experience REMEMBR and the all-electric BMW i7:

March 28–30, 2024

BMW Lounge at Hong Kong Convention and Exhibition Centre (HKCEC) –
Level 3 Concourse

1 Harbour Road, Wan Chai, Hong Kong SAR, China

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 i7 xDrive60: Power consumption in kWh/100 km (combined, WLTP): 19.6–18.4;
Electric range in km (WLTP): 591–625; CO2 emissions: 0 g/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 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

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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

Facebook: www.facebook.com/BMW-Group-Culture

Instagram: www.instagram.com/bmwgroupculture/

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#BMWGroupCulture

#drivenbydiversity

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 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.

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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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