

Media Information

June 26, 2024

BMW Group France presents 'The Green Ray' by the winning duo of the BMW ART MAKERS programme, artist Mustapha Azeroual and curator Marjolaine Lévy.

- The BMW ART MAKERS programme supports an artist- curator duo in the creation of an artistic project dedicated to visual arts and innovation and questioning social issues.
- The 'Green Ray' will be presented as an original, immersive exhibition at the Rencontres d'Arles Festival this summer and at Paris Photo in November.
- BMW, a partner of Les Voiles de Saint-Tropez, will also show 'The Green Ray' during the regatta in September, giving the artist and the sailors the opportunity to share their views of sunrises and sunsets on the high seas.
- For the first time, BMW ART MAKERS will exhibit a work by the winning duo at Art Basel Paris in October.
- BMW will provide a fleet of electrified cars for VIPs and guests of the Rencontres d'Arles.

Paris/Munich. As part of the BMW ART MAKERS programme, the artist Mustapha Azeroual and the curator Marjolaine Lévy are developing their project 'The Green Ray'. This artistic project is a new experiment resulting from their collaboration and will culminate in an original, immersive exhibition designed specifically to be shown at the Cloister of Saint-Trophime during the Rencontres d'Arles. The exhibition will be redesigned for Paris Photo at the Grand Palais, Paris.

Who has not dreamed of seeing what the eye cannot grasp?

This is the ambition of 'The Green Ray', which is an extension of Mustapha Azeroual's photographic practice, the core of which is the production of abstract images that seek to give form to light and colour. These unique, unpublished images, presented at the Rencontres d'Arles, illustrate a protocol that began with recording the colour of the sky at sunrise and sunset on the high seas, in the Arctic, Indian and Pacific Oceans, and in the Mediterranean Sea - territories that Mustapha Azeroual had never explored before.

The artist didn't have to travel at all, thanks to a close collaboration with sailors and navigators, who had to follow a strict shooting protocol. The sailing communities that Mustapha Azeroual consulted are diverse, including private sailors and the ship Le Ponant.

Mustapha Azeroual then chose the most appropriate colours to create abstractions and reproduced them on lenticular supports. Lenticular printing makes it possible to create

visual effects on a still image, such as relief or movement. The artist's abstract images, as rich and varied as they are, subtly show the influence of human activity and climatic phenomena. In fact, the colour of the sky, even on the high seas, is inextricably linked to these phenomena. Sensitive, poetic, and accessible at the same time, these exceptionally colourful images offer a glimpse into the transformation of the world.

Immersive, adaptable, and reusable scenography

For the Rencontres d'Arles, in the cloister of Saint-Trophime, visitors are invited to enter an airlock, to accustom their retinas to the play of colours, and then to plunge headlong into colour, to see these abstract gradations through an immersive installation in the form of two lenticular panopticons over 4 metres high. The installation created for 'The Green Ray' is unique in that lenticular works have never been produced on such a monumental scale.

Marjolaine Lévy refers to the art historian Alexander Alberro, who believes that "the more works engage the viewer's nervous system, the more egalitarian they are". All viewers will have their retinas stimulated and activated by the installation. With this exhibition, the winning duo will contribute to an experience that engages the viewer's senses above and beyond their knowledge of art.

To encourage contemplation, the exhibition furniture has been specially made from bio-based and recyclable materials in collaboration with the design department of the BMW Group Research and Development Centre in Munich.

'The Green Ray' is part of the BMW Group's environmental strategy, which aims to reduce the impact of its activities; by delegating photography to communities of sailors to limit travel, working closely with BMW Group designers on recyclable furniture and designing sceneographic structures that can be reused in future exhibitions. This completely new installation fits perfectly with the themes of innovation and commitment promoted by the BMW ART MAKERS programme.

Mustapha Azeroual and Marjolaine Lévy said: "We are delighted to be the winners of the BMW Art Makers programme, both because it's a project that combines our shared reflections on narrative abstraction and because it's also an exhibition based on a close collaboration between artist and curator, which is quite rare, from the writing of the project to its production. Finally, the BMW ART MAKERS programme, with its focus on contemporary environmental and social issues, is the ideal context for us to bring our

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project 'The Green Ray' to a successful conclusion, an installation that is firmly rooted in the issues of our time and offers the public a unique immersive experience".

For the BMW ART MAKERS programme, BMW Group France is offering a grant of €10,000 for the artist and €8,000 for the curator, a research and production budget of €15,000, as well as a solo exhibition at the Rencontres d'Arles and Paris Photo and an adapted display at Art Basel Paris and Les Voiles de Saint Tropez, of which BMW is an official partner.

"This programme highlights the complementarity of each individual to create a large-scale collective project, from the initial idea to the final work. Thanks to the BMW ART MAKERS programme, Mustapha Azeroual is able to experiment and create lenticular works on a scale never achieved. Marjolaine Lévy accompanies him as he scales up, designing a reinvented immersive space for each exhibition venue," said **Maryse Bataillard, Head of Corporate Communications and CSR, BMW Group France.**

Supporting the arts for more than 50 years, BMW is delighted to present 'The Green Ray' by Mustapha Azeroual and Marjolaine Lévy, artist-curator duo and winners of the BMW ART MAKERS, at the Cloister of Saint-Trophime, Arles.

Official partner of Les Rencontres d'Arles since 2010, BMW supports the festival's influence, the dissemination of the art and contemporary creation. BMW France is providing a fleet of electric cars to transport VIPs and guests during the opening week.

BMW ART MAKERS presents 'The Green Ray'

An immersive exhibition is presented from 1st July to 29th September 2024

- **Les Rencontres d'Arles**, Cloister of Saint-Trophime

BMW & Rencontres d'Arles events :

- 3rd of July, Cour Fanton
Les Rencontres / Le Point by Christophe Ono-dit-Biot : Photographic Quests Round table with Mustapha Azeroual, artist, Loick Peyron, sailor and brand ambassador, Susan Voss, curator
- 4th of July, Cour Fanton
The Eyes Talks moderated by Vincent Marcilhacy : Water and Flooding
Mustapha Azeroual, Nicolas Floc'h and Marine Lanier
- 4th of July, Cloister of Saint-Trophime
'The Green Ray' official opening by Rencontres d'Arles Director
- **Paris Photo**, Grand Palais, from 7th to 10th November

An adapted display will be presented at

- **Voiles de Saint Tropez international regatta** from 28th September to 6th October
- **Art Basel Paris**, Grand Palais, from 18th au 20th October

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Biography of the laureates

Mustapha Azeroual (1979, French-Maroccan) is a self-taught photographer and a 2021 graduate of the Paris-Cergy School of Arts. Trained as a scientist, his research is based on observing the processes by which images appear and experimenting with photographic media. Combining installation, volume, and sequence with old photographic processes, he updates the historical techniques of photography and printing, while extending the field of investigation of the photographic image beyond its presupposed limits (flatness and temporality). The question of the materiality of the image lies at the heart of his creative process. He is represented by Galerie Binome (Paris) since 2020 and by MCC Gallery (Marrakech) since 2020

Marjolaine Lévy has a PhD in contemporary art history from the Paris-Sorbonne University, is an art critic and teaches art history at the EESAB (Rennes). She is the author of *Les Modernologues* (MAMCO, 2017) and has edited the books "20 ans d'art en France" (Flammarion, 2018) and "Jozef Halas" (Skira, 2023). She has curated the following exhibitions: "Histoires d'abstraction, Le cauchemar de Greenberg" (Pernod Ricard Foundation, 2021), "Fausta Squatriti" at the Pasquart Art Centre (Bienne, 2023), "Delphine Coindet, Faire, défaire, refaire" (Laurent Godin Gallery, 2024) and the project "Le jour et la nuit. Pour une histoire de l'art suisse à deux voies" at the Villa Dutoit (Geneva, 2024).

BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
BMW Art Cars Berlin Biennale Ólafur Elíasson 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.

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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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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