

Media Information

August 22, 2024

**BMW is official partner of Frieze Seoul.**

Asian debut of the BMW Art Car #20 by Julie Mehretu and presentation of a limited BMW i7 miniature edition created by artists Heemin Chung and Alvaro Barrington.

**Munich/Seoul.** From September 4 to 7, Frieze Seoul will open its doors at COEX in Gangnam for the third edition of the internationally renowned art fair in Asia. As one of Frieze's long-term global partners since 2004, BMW will be celebrating two special premieres at this year's fair: The BMW Art Car #20 by Julie Mehretu makes its Asian debut after being unveiled in Paris in May. Inspired by the BMW Art Car Collection and curated by Hans Ulrich Obrist, BMW also presents the world premiere of a limited BMW i7 miniature edition created by artists Heemin Chung and Alvaro Barrington. A major highlight of this year's programme is the second edition of Frieze Music Seoul on September 5, presented in collaboration with BMW and featuring a live performance by Korean singer-songwriter SAAY. BMW will be providing the VIP car service for the third consecutive year, from the inception of Frieze Seoul.

On the occasion of Frieze Seoul, the **20th BMW Art Car** by American artist Julie Mehretu will be on display for the first time outside Europe at this year's fair. Fresh from its [world premiere at the Centre Pompidou](#) and the 24 Hours of Le Mans, it is the latest addition to the legendary BMW Art Car Collection, continuing an almost 50-year tradition. Since 1975, artists such as Alexander Calder, Frank Stella, Roy Lichtenstein, Andy Warhol, Jenny Holzer, Jeff Koons, Cao Fei, and John Baldessari have turned BMW race and series cars into works of art.

Space, movement and energy have always been central motifs in Julie Mehretu's work. For the design of the 20th BMW Art Car, she transformed a two-dimensional image into a three-dimensional representation for the first time, with which she succeeded in bringing dynamism into form. Julie Mehretu used the colour and form vocabulary of her monumental painting "Everywhen" (2021 - 2023) as a starting point for her design. The work is currently on view at the artist's major retrospective at the Palazzo Grassi in Venice and will subsequently become part of the permanent collection of the Museum of Modern Art (MoMA) in New York, to which it has been gifted. The collaboration between BMW and Julie Mehretu continues beyond the car itself for the first time in the history of the BMW Art Car collection. It includes a joint commitment to a series of PanAfrican Translocal Media Workshops for filmmakers, which will tour various African cities in 2025 and 2026, and will culminate in a major exhibition at the Zeitz Museum of Contemporary Art Africa in Cape Town.



Inspired by the BMW Art Car Collection, BMW will present a **limited BMW i7 miniature edition created by Korean artist Heemin Chung and London based artist Alvaro Barrington**, that are exclusively for sale at Frieze Seoul. Both artists were selected by curator and member of the BMW Art Car Jury, **Hans Ulrich Obrist**. The two artists worked on their design using different artistic approaches to encapsulate the essence of human-centered design and technological innovation, exploring the future of mobility. They created the miniatures in reaction to experiencing the BMW i7, and as a reference to the model name of the vehicle, they designed 7 miniatures each. The profit from the sale of the miniatures will be donated to a charity of the artists' choice.

**Heemin Chung** investigates the material potential of digital images as she translates them into the mediums of painting and sculpture. Her work interrogates the role of technology in society and how it has shaped contemporary approaches to art.

Chung worked on her project with the early stages of electric motor development in mind, where experiments in mobility were conducted by imitating nature. She mentions ornithopters, which were designed by studying the forms and movements of birds, bats, and insects. The traces of these experiments are still palpable today in various modern electric motor-powered aircraft. Inspired by the organic curves of the i7, Heemin Chung aimed to make the body appear like a living organism, as if something might emerge at any moment. Chung commented on the connection of her work to the keyword "tech magic" used by BMW to describe the feeling of encountering technological features: "It brought to mind the different forms of magic that have existed throughout history, each contributing not only to humanity but also to the survival and flourishing of life on Earth. Although the ornithopter is remembered as a failed experiment, today's technology has made the dream of emulating nature a reality, continuing to spark new imaginations about power and propulsion."

**Alvaro Barrington's** practice explores interconnected histories of cultural production. Considering himself primarily a painter, Barrington's multimedia approach to image-making employs burlap, textiles, postcards and clothing, exploring how materials themselves can function as visual tools while referencing their personal, political and commercial histories.

Barrington is interested in how the vehicles of the future will have the potential to recognise our moods, emotions and schedules, and as such adapt to them accordingly. The artist explores the future of cars reimagined as self-driving

entertainment units and places for meeting that can help bridge different cultures through new technologies such as instant language translation. Utilising artificial intelligence, cars will go far beyond their purely transporting function and instead help us foster new connections and fulfil our daily needs.

For this project, Barrington looked into video games centered around cars, which were not only important as play and entertainment, but also as platforms for music and culture. Exploring the history of cars and other vehicles that enable travel and movement, the artist has focused on the intersection of cars and culture and the way they have influenced one another. Merging these references, the artist created 7 unique cars, each featuring a drawing from a film, music video or portraying a cultural figure, which remain influential in Barrington's life and practice.

### **Frieze Music**

In celebration of their long-term collaboration, BMW and Frieze will partner again to present Frieze Music in Seoul. On **September 5th**, after a successful tour in the United States and release of her hit single 'Domino', **SAAY** will be performing at the Shilla for Frieze Music. Exploring the intersection of music and the arts to spark inspiring dialogues, Frieze Music provides artists the opportunity to create a unique performance, highlighting their craft through song, inspiration and conversations with fellow artists. Launched during the inaugural Frieze Los Angeles in 2019, the joint initiative between BMW and Frieze has brought together a wide range of musicians including Moses Sumney, Caroline Polachek, Nilüfer Yanya or Loyle Carner.

To visit the BMW Lounge please note that entrance tickets are required:

### **BMW Art Car #20 by Julie Mehretu and limited BMW i7 miniature edition by Heemin Chung and Alvaro Barrington**

September 4-7

BMW Lounge, Hall C

COEX, 513 Yeongdong-daero,

Gangnam-gu

#### Private View

Wednesday, September 4: 2.15pm

Followed by a Champagne Toast

[Media Accreditation and interview requests](#)

(limited capacity)

Media Information

August 22, 2024

Date

Subject BMW is official partner of Frieze Seoul.

Page 4

**Artist Talk with Heemin Chung, Alvaro Barrington and curator Hans Ulrich Obrist**

Thursday, September 5: 3pm

[Media Accreditation](#)

(limited capacity)

**Opening Hours**

Wednesday, September 4: 11am to 7pm (invitation only)

Thursday, September 5: 11am to 7pm (invitation and preview ticket holders only 11am to 3pm, open to the public from 3pm)

Friday and Saturday, September 6/7: 11am to 7pm

The BMW Group's Cultural Engagement with exclusive updates and deeper insights into the global initiatives can be followed on Instagram at [@BMWGroupCulture](#).

**CO2 EMISSIONS & CONSUMPTION**

BMW i7 xDrive60: Power consumption in kWh/100 km: 27.03 (KR MOE, Ministry of Environment); Electric range in km: 438; CO2 emissions: 0 g/km.

**For questions please contact:**

Christiane Pyka

BMW Group Corporate and Intergovernmental Affairs

Spokesperson Cultural Engagement

Telephone: +49-89-382-40139

E-mail: [Christiane.Pyka@bmwgroup.com](mailto:Christiane.Pyka@bmwgroup.com)Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)E-mail: [presse@bmw.de](mailto:presse@bmw.de)**About Julie Mehretu**

Julie Mehretu was born in Addis Ababa, capital of Ethiopia, in 1970. Together with her family she moved to the U.S. at the age of seven. She lives and works in New York City and Berlin. Mehretu studied at Kalamazoo College in Michigan, at Cheikh Anta Diop University in Dakar, Senegal, and at The Rhode Island School of Design in 1997. Mehretu has received numerous awards, including the The MacArthur Award (2005), The Berlin Prize: Guna S. Mundheim Fellowship at The American Academy in Berlin (2007) and the U.S. Department of State Medal of Arts Award (2015). A mid-career survey of Mehretu's work recently toured at LACMA (Los Angeles), High Museum (Atlanta), The Whitney Museum of American Art (New York) and The Walker Museum of Art (Minneapolis) from 2019 to 2023. Her largest European solo exhibition opened in 2024 at Palazzo Grassi in Venice.

Media Information

August 22, 2024

Date

Subject BMW is official partner of Frieze Seoul.

Page

5

**About Alvaro Barrington**

Alvaro Barrington was born in Venezuela 1983 to Grenadian and Haitian migrant workers and was raised between the Caribbean and Brooklyn, New York, by a network of relatives. Barrington studied at Hunter College in New York and the Slade School of Fine Art in London, later teaching at both of his alma maters, as well as at the Cooper Union in New York. His first solo exhibition was on 2017 at MoMA PS1, curated by Klaus Biesenbach. His work has since been shown in numerous solo and group shows (South London Gallery, Thaddaeus Ropac, Hayward Gallery London).

**About Heemin Chung**

Heemin Chung was born in Seoul, South Korea, in 1987 where she continues to live and work. She received her MFA in Fine Arts from the Korea National University of Arts, Seoul in 2015, and has since exhibited her work in numerous solo and group exhibitions (DOOSAN Art Center, Seoul; Museumhead, Seoul; WESS, Seoul; National Museum of Modern and Contemporary Art, Gwacheon; Hite Collection, Seoul). Her paintings and sculptures are housed in public institutions including the Art Bank, National Museum of Modern and Contemporary Art, Seoul; Seoul Museum of Art; and Kumho Museum of Art, Seoul.

**The new BMW i7**

The BMW i7 is the first fully-electric luxury sedan worldwide and clearly demonstrates how an exclusive driving experience and the ultimate feeling of on-board wellbeing can be combined with an unwavering commitment to sustainability. A human-centered approach to the usage of technology and light – largely activated via sensors – both in the exterior and interior shapes the individual experience here as well.

**BMW Group Cultural Engagement**

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale  
BMW Art Cars Ólafur Elíasson Art Basel Max Hooper Schneider Städel Invites Frank Stella  
BMW Art Club **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu  
Zaha Hadid Les Rencontres d'Arles Jeff Koons India Art Fair **LONGEVITY** Julie Mehretu  
**PARTNERSHIP** BMW Open Work by Frieze Andy Warhol Lu Yang Preis der Nationalgalerie  
Samson Young Bavarian State Opera **CREATIVE FREEDOM** BMW Young Artist Jazz Award  
Ken Done **INTERACTION** Premio de Pintura Gallery Weekend Berlin Art Market Budapest  
Paris Photo Leelee Chan Art Dubai **SUSTAINABILITY** BMW Photo Award Leipzig  
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 a 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, in the fields of contemporary art, music and film 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)

Instagram: [@BMWGroupCulture](https://www.instagram.com/BMWGroupCulture)

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Media Information

August 22, 2024

Date

Subject BMW is official partner of Frieze Seoul.

Page 6

**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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