

Media Information  
November 5, 2024

## **BMW ART MAKERS: 'The Green Ray' by artist Mustapha Azeroual and curator Marjolaine Lévy at Paris Photo 2024.**

BMW France has been official partner of Paris Photo since 2003 and presents this year's winning duo.

- BMW France is providing an electric car service as part of the VIP programme to ensure more sustainable mobility for guests and collectors in the capital.
- Each year, the BMW ART MAKERS programme brings together and supports a duo of one artist and curator to create an artistic project driven by innovation and examining social issues. The current winners, Mustapha Azeroual and Marjolaine Lévy, present 'The Green Ray'.
- After the Festival Les Rencontres d'Arles, Les Voiles de Saint Tropez and Art Basel Paris in October, 'The Green Ray' returns to this year's Paris Photo in a new and immersive form.
- The call for entries for the 4th edition of the BMW ART MAKERS is now open.

**Paris/Munich.** For over 50 years now, the BMW Group has initiated and been engaged in hundreds of cultural cooperations worldwide, supporting hundreds of projects worldwide. In all the activities the company is involved in, the BMW Group guarantees absolute creative freedom. The BMW Group contributes to deepening the knowledge about the arts through long-term partnerships, such as the one concluded with Paris Photo two decades ago. The 2024 edition marks the return of Paris Photo to the historic Grand Palais following extensive renovations. For this occasion, artist Mustapha Azeroual and curator Marjolaine Lévy have created a new immersive scenography for 'The Green Ray', enriched by new photographic works on large-scale panels and circular mobiles. BMW France supports the VIP programme by providing Paris Photo collectors, artists, curators and VIPs with an electric car service for more sustainable mobility in the capital during the fair.

For each edition of Paris Photo, BMW presents an artistic project led by the winning duo of the **BMW ART MAKERS**. This programme offers a grant of 10,000 euros to the artist and 8,000 euros to the curator, a research and production budget of 15,000 euros and solo exhibitions at emblematic events for culture and the visual arts in France, such as Paris Photo.

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**'The Green Ray': an immersive and unique exhibition at Paris Photo**

Who has not dreamed of seeing what the eye cannot grasp? This is the ambition of 'The Green Ray', conceived by artist Mustapha Azeroual and curator Marjolaine Lévy.

The project 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. The new panels and circular mobiles, on display at Paris Photo, reflect a protocol consisting first and foremost of 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 the artist has never explored before.

Mustapha Azeroual works in close collaboration with sailors, who are responsible for shooting sunrises and sunsets according to a procedure defined by him. He selects the most appropriate colours from these images to produce abstractions that are then set up as a lenticular panopticon – an installation of images with a pattern that changes according to the angle of view.

These abstract images, as rich and varied as they are, subtly denounce human overactivity since the colour of the sky, even in the ocean, is intrinsically linked to our presence on Earth. The poetics of blur and the visual vertigo of the infinite colour variations produced by the lenticular medium plunge the audience into celestial reveries that, behind their pure beauty, hide a very different reality.

'The Green Ray' was exhibited for the first time at this year's Rencontres d'Arles in the summer of 2024. The installation has now been redesigned for Paris Photo with a completely new scenography. The two monumental panopticons are presented in such a way as to create a sinuous path where the lenticular panels, now scattered throughout the space, create an even more destabilised perception for the public. The works on the wall interact with three lenticular mobiles floating in the space, like a nod to their celestial source, which is constantly changing under the effect of the air. The further you go, the more your eye is stimulated by the multiplication of effects produced by these extremely vibrant works.

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**Practical information**

Paris Photo at the Grand Palais

7 to 10 November 2024

THE GREEN RAY exhibition

Booth C01

**On the occasion of Paris Photo, BMW France is launching its 4th call for entries for the BMW ART MAKERS programme. Further information can be found [here](#) and via [@bmwgroupculture\\_fr](#).**

**For questions please contact:**

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**BMW ART MAKERS winners**

**Mustapha Azeroual** (1979, French-Moroccan) is a self-taught photographer who graduated in 2021 from the Beaux-Arts de Cergy with honours (VAE). 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 opening up the field of investigation of the photographic image beyond its presupposed limits (flatness and temporality). The question of the photographic image and its materiality is the center of his creative process. Mustapha Azeroual has been represented by Galerie Binôme (Paris) since 2013 and MCC Gallery (Marrakech) since 2020.

**Marjolaine Lévy** holds a doctorate in contemporary art history from the Université Paris-Sorbonne, is an art critic and teaches art history at EESAB (Rennes). In addition to numerous essays and exhibition catalogues, she is the author of 'Les Modernologues' (2017). She edited the book '20 ans d'art en France' (Flammarion, 2018) and 'Jozef Halas' (Skira 2023).

Marjolaine Lévy has also curated exhibitions including 'Histoires d'abstraction, le cauchemar de Greenberg' at the Fondation Ricard (Paris) in 2021, 'Léon Wuidar, une peinture à géométrie variable' at the Bonisson Art Center and the 'Fausta Squatriti' retrospective at the Kunsthau Pasquart (Bienne) in 2023. In 2024, she curated the 'La société des spectacles' exhibition at the Fondation Ricard, the 'Delphine Coindet, Faire, défaire, refaire' exhibition at the Galerie Laurent Godin, and the 'Maison témoin' curatorial project at the Villa Dutoit (Geneva).

**BMW Group Cultural Engagement**

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale  
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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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**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, from the supply chain through production to the end of the use phase of all products.

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