

Media Information  
November 20, 2024

## **BMW Group France is launching the call for applications for the fourth edition of BMW ART MAKERS.**

Patronage programme dedicated to contemporary creation and images.

- Each year, the BMW ART MAKERS programme selects an artist-curator duo and supports them in the realisation of an artistic creation project and its implementation in space.
- The prize comprises a grant of €10,000 for the artist and €8,000 for the curator, plus a research and production budget of €15,000.
- The call for entries is open until December 4th, 2024.
- The jury will announce the winning duo on December 20th, 2024.

**Paris.** For over 50 years now, the BMW Group has been engaged in hundreds of cultural cooperations worldwide. The main focus of its long-term commitment is on contemporary art, music and film as well as design. In all the cultural activities the company is involved in, the BMW Group guarantees absolute creative freedom, which is essential for both artists and BMW. It enables artists to produce unique works and others to develop groundbreaking innovations for more sustainable and responsible mobility.

Support is at the heart of the company's approach. As a patron of the arts, the BMW Group closely follows artists in their creative process, respects their freedom of expression, encourages them to dare and provides them with the material and financial resources they need to realise their projects.

Through the BMW ART MAKERS programme, the company aims to address societal issues as part of its cultural commitments.

### **Artistic projects must:**

- Propose a scenography that considers its entire life cycle;
- Demonstrate consideration in the use of resources;
- Question or provide an artistic perspective on current social issues.

Research and experimentation are only the starting point of the artistic project. Once completed, BMW Group France will promote the project through international events in the art world, such as the Rencontres d'Arles and Paris Photo\*.

**BMW ART MAKERS: a support programme dedicated to the experimental & visual art of all possibilities.**

"Given the volatility of the world we live in, creative work needs the long-term support of committed patrons. This is why we have created the BMW ART MAKERS programme, to offer an opportunity to innovative talents in the world of images. This programme invites artists to take an alternative look at our environment and the major challenges facing society. A free view, through experimentation and the realisation of a visual and multifaceted artistic project. In this way, BMW Group France intends to enable artists to explore new perspectives in a spirit of openness and innovation." **Vincent Salimon, CEO of BMW Group France**

The BMW ART MAKERS programme supports projects based on the contemporary image, exploring all its dimensions and forms (photography, film, video, digital and virtual images), the choice and research of media, reproduction techniques and distribution networks.

**BMW ART MAKERS: a grant and production budget for an artist-curator duo who have chosen to work on a joint artistic project.**

Two heads are better than one. As part of its call for projects, BMW ART MAKERS brings together and supports an emerging visual artist and a curator, who must apply together. The strength of this partnership lies in the trust and emulation required to bring a large-scale project to fruition, from the first thought to the final work. Like the artist, the curator represents a fundamental element in the implementation of the artistic project, as well as in its actual, concrete realisation.

This is the first time that a programme of this scale has enabled a curator to receive a grant to work alongside an artist on a visual arts project. The curator acts as artistic director, scenographer, or designer, and is responsible for ensuring that the project is carried out in accordance with the artistic parameters, deadline and budget requirements set out in the call for applications

**BMW ART MAKERS: unique accompanying by the members of the jury.**

And because great ideas need to be well supported to come to fruition, the members of the jury who select the projects also act as mentors during the creative process. BMW Group France would like to extend its warmest thanks to these renowned figures from the world of art for accepting this role and helping to raise the project and the work to the highest level.

The BMW ART MAKERS 2025 jury is made up of leading figures from the art world:

- Andreina De Bei, Deputy Editor-in-Chief of Sciences et Avenir
- Christoph Wiesner, Director of Rencontres d'Arles
- Florence Bourgeois, Director of Paris Photo
- Hervé Digne, President of POUISH Manifest
- Maryse Bataillard, Head of Corporate Communications and CSR, BMW Group France

**BMW ART MAKERS: financial and material support.**

Because great ideas need to be financed and realised, BMW Group France is offering:

- A €10,000 grant to the artist.
- A grant of €8,000 to the curator.
- A budget of €15,000 for the research and production of the works.
- A solo exhibition included in the programme of prestigious events such as Paris Photo and Les Rencontres d'Arles\*.
- Mentoring by members of the jury.
- Communications support.

**BMW ART MAKERS: To think, to create and above all... to make exist.**

Research and experimentation are only the starting point of the artistic project. Once completed, BMW Group France will promote the project through events with international resonance in the art world, such as the Rencontres d'Arles and Paris Photo\*.

**To respond to the call for applications.**

Candidates can apply until **December 4<sup>th</sup>, 2024 (23:59 CET)** on [the dedicated platform](#).

Find out more on [the BMW Group France Instagram account](#).

Download the BMW ART MAKERS rules by [clicking here](#).

PLEASE NOTE: Incomplete applications will not be examined by the jury.

The nominated duos will be contacted in mid-December to present their project to the jury, and the winning duo will be announced on December 20<sup>th</sup>, 2024.

Media Information

November 20, 2024

Date

Subject

BMW Group France is launching the call for applications for the fourth edition of BMW ART MAKERS.

Page

4

**For questions please contact:**

Maryse Bataillard  
BMW Group France  
Head of Corporate Communications and CSR  
Phone: +33 (0)1 30 03 19 41  
Email: [maryse.bataillard@bmw.fr](mailto:maryse.bataillard@bmw.fr)

Christiane Pyka  
BMW Group Corporate and Intergovernmental Affairs  
Spokesperson Cultural Engagement  
Phone: +49 89 382 40139  
Email: [Christiane.Pyka@bmwgroup.com](mailto:Christiane.Pyka@bmwgroup.com)

Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
Email: [presse@bmw.de](mailto:presse@bmw.de)

**Previous winners of BMW ART MAKERS**

In 2022, **Arash Hanaei & Morad Montazami**, the first winners of the BMW ART MAKERS. They proposed the '**Hantologie suburbaine**' project. This project questioned the architectural utopias of the 1970s, while exploring new complex spaces such as the metaverse. Combining still images, video and 3D design, the duo produced an immersive hybrid installation featuring Big Data Drawings, a hologram extracted from Jean Renaudie's model of the Étoile d'Ivry building, the polysemic video Unblocked Avatars, and a virtual game of chess between Mark Zuckerberg and the philosopher Mark Fischer.

In 2023 the artist **Eva Nielsen** and the curator **Marianne Derrien** were chosen as the winners of the second edition of BMW ART MAKERS with the project **INSOLARE**. **INSOLARE** is a new experiment designed especially for the Rencontres d'Arles and Paris Photo. Their approach, which is both poetic and scientific, questions time and the sedimentation of the urban and Camargue landscape. With this project, the duo evokes the mutations of the environment leading to the disappearance of certain urban, industrial and natural landscapes, where the imprint of man is always in question.

In 2024, artist **Mustapha Azeroual** and curator **Marjolaine Lévy** are the third winners of the BMW ART MAKERS competition with their project **The Green Ray**. The Green Ray aims to make the invisible visible. Mustapha Azeroual records sunlight at sunrise and sunset, capturing a palette of colours corresponding to the territory in which he is shooting. The result is abstract images derived from this optical experience. For BMW ART MAKERS, Mustapha Azeroual is interested in shooting the sun on the high seas, a territory he has never explored before. In order to keep travel to a minimum, he delegates the shooting to a community of sailors according to a protocol. The Green Ray aims to show that a different kind of abstraction is possible, one that is in line with the issues and problems facing our society, since the colour of the sky fluctuates according to human activity.

Media Information

November 20, 2024

Date

Subject

BMW Group France is launching the call for applications for the fourth edition of BMW ART MAKERS.

Page

5

**BMW Group Cultural Engagement**

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale  
BMW Art Cars Ólafur Eliasson 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)

#BMWGroupCulture

**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.

[www.bmwgroup.com](http://www.bmwgroup.com)

LinkedIn: <https://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>