

Media Information

13 May 2025

Market Art Fair Stockholm and BMW Sweden present Gregor Hildebrandt as artist for BMW Art Commission 2025.

Iconic BMW Art Cars by Calder, Lichtenstein, Warhol, and Koons to be showcased in celebration of 50 Years of BMW Art Cars.

Stockholm. Market Art Fair 2025, Scandinavia's longest running premier art fair, opens its 19th edition this Thursday, May 15 (until Sunday, May 18), presenting a record-breaking 51 galleries from across the globe at Liljevalchs Konsthall on Stockholm's Djurgården island. For the fourth consecutive year, BMW Sweden proudly partners with the fair, underscoring their shared commitment to art, innovation, and cultural exchange.

This year's collaboration brings a fresh perspective to the streets of Stockholm as internationally renowned German artist **Gregor Hildebrandt** unveils his unique design for BMW's fully electric shuttle fleet. Seven BMW i5 Sedans and i7 models*, wrapped in the artist's visuals, will be in service throughout the fair, transporting VIP guests between venues. One of the cars will also be prominently displayed in front of the fair, making the artwork accessible to the general public.

A dynamic partnership

BMW's relationship with Market Art Fair began in 2022, and since then, their collaboration has grown in scope and creativity. While the first year featured a single car on display outside the venue, 2023 marked the debut of the VIP shuttle service with six BMW i7 models wrapped in designs by Swedish-Estonian artist Siiri Jüris (Galleri Duerr). In 2024, seven vehicles – BMW i5 Sedans and i7 models – featured works by Swedish artist Katrin Westman (GSA Gallery). This year, Gregor Hildebrandt continues the tradition, bringing his art the streets of Stockholm with a fleet of seven vehicles.

Hildebrandt's work, "Letztes Jahr in Marienbad, 2022", was originally created for an exhibition at Atelierele Malmaison in Bucharest and is inspired by the 1961 film of the same name by director Alain Resnais. The artwork incorporates a VHS recording of the film's first third and explores themes of memory and motion.

"For me, this is a fantastic opportunity to create a kinetic sculpture in a public space," said **Hildebrandt**. "I envisioned the film's fragmented narrative driving through Stockholm as a way to merge the past and the present in a mobile form."

Hildebrandt, represented by Avlskarl Gallery at Market Art Fair 2025, is celebrated for his innovative use of materials such as cassette tapes and vinyl records, which

Media Information

Date 13 May 2025

Subject Market Art Fair Stockholm and BMW Sweden present Gregor Hildebrandt as artist for BMW Art Commission 2025.

Page 2

he transforms into paintings, sculptures, and installations. His work resonates with the transient nature of memory and movement.

50 Years of BMW Art Cars

This year's partnership also celebrates a milestone in BMW's cultural legacy: the 50th anniversary of the BMW Art Car Collection. Since 1975, 20 artists, including Alexander Calder, Andy Warhol, Roy Lichtenstein, and Jeff Koons, have transformed BMW vehicles into "rolling sculptures". In honor of this occasion, four iconic BMW Art Cars will be showcased in Sweden for the first during the fair:

Alexander Calder: BMW 3.0 CSL (1975)**Roy Lichtenstein:** BMW 320 Group 5 (1977)**Andy Warhol:** BMW M1 Group 4 (1979)**Jeff Koons:** BMW M3 GT2 (2010)

The collection of 20 BMW Art Cars now forms the essence of the company's global cultural engagement, which encompasses over one hundred initiatives in the fields of contemporary art, music, film and design. To celebrate the 50th anniversary, the BMW Art Car World Tour is a programme of exhibitions on all five continents, accompanied by numerous events. Following stops at Art Basel in Hong Kong, the Shanghai Motor Show and Art Dubai, the tour will visit the BMW Museum in Munich and Contemporary Istanbul, among others.

"For BMW, the combination of art and mobility has always been a passion," said **Johanna Kriisa**, Managing Director of BMW Sweden. "This fourth year of partnership with Market Art Fair brings together art history, contemporary creativity, and the future of electrification. With the BMW Art Cars, Gregor Hildebrandt's mobile artwork, and our fully electric shuttles, we are offering visitors a truly unique experience."

A global stage for Nordic art

Market Art Fair 2025 is a landmark event in its own right. Historically focused on Scandinavian galleries, this year marks the fair's first international expansion, welcoming exhibitors from across the globe. A distinguished selection committee of Nordic museum directors and curators ensures that the fair maintains its reputation for bold artistic visions and curatorial excellence.

For the first time, Market Art Fair will take over the entire Liljevalchs building, including Gert Wingårdh's striking 2021 modernist extension, Liljevalchs+. This

Media Information

Date 13 May 2025

Subject Market Art Fair Stockholm and BMW Sweden present Gregor Hildebrandt as artist for BMW Art Commission 2025.

Page 3

iconic venue, nestled on Djurgården's serene island park, provides the perfect setting for the fair's dynamic program of discovery, dialogue, and dealmaking.

Sara Berner Bengtsson, Director and CEO of Market Art Fair, said: "For 50 years, BMW's pioneering work at the intersection of art and innovation, has transformed vehicles into canvases that carry artistic visions across cities and cultures. This legacy aligns with Market Art Fair's mission to champion bold creativity and collaborations that bridge disciplines and inspire fresh perspectives. BMW's longstanding commitment to artists mirrors our belief in art's transformative power, and we're proud to celebrate this milestone with them. We can't wait to see Gregor Hildebrandt's striking designs animating Stockholm's streets—art and motion in true BMW style. Here's to many more years of driving creativity forward."

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).

*** CO₂ EMISSIONS & CONSUMPTION.**

BMW i5 M60 xDrive Sedan: Electric power consumption, combined in WLTP cycle: 20,6 – 18,2 kWh/100 km. Electric range in WLTP cycle: 455 – 515 km. BMW i7 xDrive60: Electric power consumption, combined in WLTP cycle: 19.6 – 18.4 kWh/100 km. Electric range in WLTP cycle: 591 – 625 km.

If you have any questions, please contact:

Corporate Communications

Prof Dr Thomas Girst
BMW Group Corporate and Governmental Affairs
Head of Cultural Engagement
Email: Thomas.Girst@bmwgroup.com

Ilya Baryshev
BMW Group Corporate and Governmental Affairs
BMW Art Car World Tour
Email: Ilya.Baryshev@bmwgroup.com

Media Website: www.press.bmwgroup.com/global
Email: presse@bmw.de

Media Information

Date 13 May 2025

Subject

Market Art Fair Stockholm and BMW Sweden present Gregor Hildebrandt as artist for BMW Art Commission 2025.

Page

4

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 and 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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

www.bmwgroup.com

LinkedIn: <http://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>