

Media Information

30 June 2025

BMW ART MAKERS: Les Rencontres d'Arles and BMW France celebrate 15 Years of long-term partnership dedicated to contemporary creation and the visual arts.

- For 15 years, BMW France has been official partner of Les Rencontres d'Arles, actively contributing to its international influence and supporting artistic creativity.
- Each year, BMW presents a unique exhibition developed by an artist-curator duo selected through the BMW ART MAKERS programme.
- During the festival, BMW also provides a fully electric VIP car service for curators, artists, and guests.

Munich/Arles. The 2025 edition of Les Rencontres d'Arles promises to be particularly special. It features the unprecedented exhibition **"Traversée du fragment manquant"** by artist **Raphaëlle Peria** and curator **Fanny Robin**, the winning duo of the BMW ART MAKERS programme. This milestone also marks the 15th anniversary of a long-standing cultural partnership between BMW France and Les Rencontres d'Arles.

Les Rencontres d'Arles 2025.

"Trees are living beings that carry our memory; they are the guardians of our secrets," says artist **Raphaëlle Peria**.

The exhibition "Traversée du fragment manquant" by Raphaëlle Peria and Fanny Robin, winners of the BMW ART MAKERS 2025 programme, will premiere this summer during the 56th edition of Les Rencontres d'Arles at the Cloître Saint-Trophime.

"With 'Traversée du fragment manquant', Raphaëlle Peria presents a new body of work based on fresh research and new artistic processes. Revisiting childhood photographs from her first journey along the Canal du Midi, she retraces the path of the plane trees now threatened by a devastating fungus. By exploring this landscape of memory through new effects of transparency, she captures the evolution of a disappearing nature – inscribing absence and the passage of time into her images," says the curator **Fanny Robin**.

Raphaëlle Peria and **Fanny Robin** declare, "This award recognizes our longstanding creative partnership and allows us to go further in our exploration of new materials and forms. We aim for this project to be both unique and bold, made possible thanks to the dedicated support of the BMW team. With 'Traversée du

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fragment manquant', we invite viewers to take part in a poetic journey through the heart of photographic imagery."

The BMW ART MAKERS programme brings together and supports an emerging visual artist and curator in the joint creation of an original artistic project. The winning duo receives a €33,000 grant as well as production and research funding. The resulting exhibition is first presented at Les Rencontres d'Arles and then showcased at Paris Photo, where BMW is also an official partner.

Practical Information

Exhibition: "Traversée du fragment manquant" by Raphaëlle Peria and Fanny Robin.

Location: Robin Cloître Saint-Trophime, Arles.

Dates: 7 July – 5 October 2025.

A celebration of diversity and long-term commitment: 15 years of partnership.

As this anniversary approaches, BMW France reflects on a long-standing collaboration. As a pioneering company, BMW values the avant-garde visions of artists, who foresee the world's future challenges. Their unique perspectives help us anticipate social transformations and enrich our understanding of the world.

For 15 years, BMW has provided a platform for artistic experimentation through its partnership with the festival. The diversity of projects presented over the years highlights the evolution of contemporary creation and reinforces BMW's role as a committed supporter of emerging talents.

From ten years of the BMW Residency to the last three editions of the BMW ART MAKERS programme, numerous artists and curators have explored contemporary themes through varied and innovative practices. Artists such as Alexandra Catière, Baptiste Rabichon, and Almudena Romero have combined traditional techniques with new technologies to create sensitive, imaginative, and sometimes ephemeral works. Other projects have explored intersections between disciplines – like Natasha Caruana's exploration of love and science, or the immersive installation by Arash Hanaei and Morad Montazami examining the impact of digital technologies on human subjectivity.

Humour infused the examination of human-animal relationships in the work of Mazaccio & Drowilal, while Alinka Echeverria challenged traditional representations of femininity and identity. Emeric Lhuisset addressed physical and

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cultural borders, while Marion Gronier revealed the world of the circus through portraiture. Dune Varela questioned the permanence and two-dimensionality of photography, while Eva Nielsen and Marianne Derrien reinvented the medium through solar screen printing to evoke the layered nature of landscapes. Mustapha Azeroual and Marjolaine Levy's use of lenticular panoptics in "The Green Ray" revealed what often escapes our gaze.

Through this collaboration with Les Rencontres d'Arles, BMW France contributes to the photographic heritage while nurturing the diversity of contemporary expression and encouraging critical engagement with the present. This approach fosters a shared narrative and redefines our perception of the modern world.

A strong commitment to education and transmission.

Beyond creativity, this partnership is also rooted in education, particularly through "La Rentrée en Images", an initiative by Les Rencontres d'Arles. Each year, more than 400 school classes are invited to discover contemporary photography, develop critical thinking skills, and reflect on their relationship with images.

A shared vision for the future of culture.

BMW is committed to supporting artistic creation, research, and cultural transmission in a spirit of sustainability and social responsibility. BMW's partnerships are part of a long-term strategy aimed at making culture accessible to all while fostering dialogue between artists, society, and the company. This anniversary highlights the strength and longevity of BMW's relationship with Les Rencontres d'Arles and reflects a shared vision.

"The partnership with BMW fully aligns with the mission of Les Rencontres d'Arles to support emerging creation and offer a platform for exploring contemporary issues in an experimental context. The launch of the BMW ART MAKERS programme four years ago marked a significant turning point by offering a selected artist-curator duo the means to bring their exhibition project to life. Over the past 15 years of collaboration, BMW has helped foster the emergence of new talent. This year, the project 'Traversée du fragment manquant' by Raphaëlle Peria and Fanny Robin – winners of the BMW ART MAKERS programme – is presented as part of the 'Nomadic Chronicles' section of Les Rencontres d'Arles 2025. It explores the traces left by the transformation of the landscape along the Canal du Midi. Merging photography, engraving, and memory, family archives blend with tactile gestures in a sensitive rediscovery of the territory," says **Christoph Wiesner, Director of Les Rencontres d'Arles.**

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"Together, we make culture shine – today and for future generations – celebrating the value of long-term commitment in a rapidly changing world," says **Vincent Salimon, Chairman of the Board of Management of BMW Group France**.

Biographies of the BMW ART MAKERS 2025 Laureates.**Raphaëlle Peria, Artist**

Graduated in 2014 from the École Européenne Supérieure d'Art de Bretagne. In 2015, she was a finalist for the Bourse Révélation Emerige and in 2017 she held her first solo exhibition at Galerie Papillon, Paris. In 2019 she was a resident artist at Château Blanc in Flixecourt, culminating in the solo exhibition Narcissus in flores. In 2021, she participated in the Blooming exhibition organized at Domaine Pommery in Reims. In 2022, she took part in the exhibition Singularités plurielles: Azul Andrea, Eva Jospin, Raphaëlle Peria, Christelle Téa at Chapelle de la Visitation – Espace d'art contemporain, Thonon-les-Bains. In 2024, she presented her solo exhibition Dérives de nos rêves informulés at Fondation Bullukian, Lyon. Her work is part of public and private collections: Frac Picardie, Musée des Beaux-Arts La Cohue, Fondation Thalie (BE).

Fanny Robin, Curator

Fanny Robin is an art critic, artistic director of Fondation Bullukian in Lyon, and an independent exhibition curator. In 2018, she founded the Campagne Première festival, which raises awareness of contemporary art and heritage enhancement in rural areas, notably through artist residencies and exhibitions where residents and local stakeholders are invited to participate in cultural projects. Fanny Robin develops a committed curatorial and critical approach focused on issues of transmission and relationships. She is particularly interested in artists who draw from the past (historical context, traditional gestures and techniques, popular traditions, and tangible and intangible heritage) to question current events and our changing society.

Retrospective of Artists Presented by BMW at Les Rencontres d'Arles over 15 years of partnership.**2024. Mustapha Azeroual and Marjolaine Lévy with "The Green Ray"****Mustapha Azeroual, Artist**

Mustapha Azeroual (1979, Franco-Moroccan) is a self-taught photographer, graduated in 2021 from Beaux-Arts de Cergy with honors (VAE). The question of the photographic and the materiality of the image is at the heart of his creative

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process. Mustapha Azeroual has been represented by Galerie Binome (Paris) since 2013 and MCC Gallery (Marrakech) since 2020.

Marjolaine Lévy, Curator

Marjolaine Lévy holds a PhD in contemporary art history from Université Paris-Sorbonne, is an art critic, and teaches art history at EESAB (Rennes). She is the author of numerous essays and exhibition catalogs and also serves as an exhibition curator.

2023. Eva Nielsen and Marianne Derrien with "INSOLARE"**Eva Nielsen, Artist**

Born in 1983, Eva Nielsen lives and works in Paris. Graduated from Beaux-Arts de Paris. Eva Nielsen's work is constantly on the edge of something: at the threshold of territory, its center and periphery, printed image and painting, abstraction and figuration. From one horizon to another, from format to subject, the landscape predominates in her works. She has been nominated for the Prix Marcel Duchamp 2025.

Marianne Derrien, Curator

Born in 1981, Marianne Derrien lives and works in Paris. Independent exhibition curator, art critic, she collaborates with museum institutions and independent venues in France and abroad and regularly publishes critical texts on both emerging and established artists.

2022. Arash Hanaei & Morad Montazami with "Hantologie Suburbaine"**Arash Hanaei, Artist**

Born in 1978 in Tehran, Iran. Lives and works in Paris, France. He combines several mediums and techniques in his practice. His work has progressively shifted from documentary practices to inter-media speculations and post-internet strategies.

Morad Montazami, Curator

Born in 1981 in Paris, France. Lives and works in Paris, France. Morad Montazami is an art historian, editor, and exhibition curator. He was in charge of "Middle East and North Africa" projects at Tate Modern in London from 2014 to 2019 and has since developed the editorial and curatorial platform Zamân Books & Curating, which studies and promotes Arab, African, and Asian modernities. He was a resident at Villa Medici from 2023 to 2024.

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BMW Residency Laureates from 2011 to 2021

The BMW Residency has enabled the creation of pioneering projects, both through photographic experimentation — combining ancient processes and innovations, like those of Alexandra Catière, Baptiste Rabichon, or Almuneda Romero who work towards more sustainable photography — and through the themes explored: love (Natasha Caruana), animality (Mazaccio&Drowilal), femininity (Alinka Echeverria), circus world (Marion Gronier), borders (Emeric Lhuisset), or disappeared heritage (Dune Varela).

Alexandra Catière

"Ici, par-delà les brumes," BMW Residency 2011

Laureate of the large photographic commission by the Ministry of Culture, France 2022

Laureate of the Prix Camera Clara 2024

Residency INSTANTS, Château Palmer and LEICA 2025

Marion Gronier

"Les Glorieux," BMW Residency 2012

Prix Photo Sociale 2025

Mazaccio & Drowilal

"Wild Style," BMW Residency 2013

Laureates of the 2022 Prix 1% marché de l'art

Natasha Caruana

"Coup de Foudre," BMW Residency 2014

Nominated for the Foam Paul Huf Award Nomination, 2023

Alinka Echeverria

"Nicephora," BMW Residency 2015

Dune Varela

"Toujours le soleil," BMW Residency 2016

Baptiste Rabichon

"En ville," BMW Residency 2017

Laureate of the Prix Picto-lab 2021

Laureate of the Prix Camera Clara 2022

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Emeric Lhuisset

"Quand les nuages parleront," BMW Residency 2018

Laureate of the British Journal of Photography International Photography Award 2021

Lewis Bush

"Ways of Seeing Algorithmically," BMW Residency 2019

Almudena Romero

The Pigment Change," BMW Residency 2020

Prix Photographie et Sciences 2023 of the Résidence 1+2

Laureate of the Centre for British Photography Realisation Grant 2024

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).

If you have any questions, please contact:

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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.

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