

Media information
29 September 2025

BMW Italia renews its partnership with ARTEPARCO, a project that seamlessly merges nature and contemporary art.

Celebrating its eighth edition, the initiative further strengthens its collaboration with the Scuola Holden to produce a short film dedicated to Velasco Vitali's installation.

Milan. In the heart of the Abruzzo National Park, "Stasis" – the new installation by Velasco Vitali for ARTEPARCO – has been unveiled. The project, which for the past eight years has been transforming nature into an open-air museum, introduces many innovations in its 2025 edition, including an interactive web app and a short film resulting from the collaboration between BMW Group Italia, Main Partner of the initiative, and Scuola Holden.

ARTEPARCO is an initiative launched in 2018 that highlights the unique landscape of the Abruzzo National Park, Lazio e Molise through contemporary art interventions. It also celebrates the synergy between culture and environmental sustainability.

BMW Italia has reaffirmed its commitment to this project through 2025, supporting its evolution into a true open-air museum that guides visitors in discovering artworks situated within the heart of the Park. Recognized for its dedication to territorial enhancement, the initiative benefits from the Patronage of the Ministry of Environment and Energy Security.

Starting from Pescasseroli (AQ), visitors can explore the Park's trails, C1 and C2, and encounter works by artists with diverse stylistic backgrounds who have engaged with this pristine environment over the years, including Marcantonio, Matteo Fato, Alessandro Pavone, Sissi, Valerio Berruti, Accademia di Aracne, and megx.

On July 18th, the eighth edition of ARTEPARCO was unveiled, featuring Velasco Vitali's "Stasis" (born in Bellano, 1960), a prominent figure in contemporary Italian art. Inspired by the Ancient Beech Forests, recognized as a UNESCO World Heritage Site, the artist created a piece that pays homage to the Park's fauna. The artwork transforms a raw oak trunk into a natural column, crowned by a depiction of an Apennine wolf—symbolizing nature and serving as a metaphor for modern society, which is still on a journey of discovery.

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Conceived by Abruzzese entrepreneur and communicator Paride Vitale, ARTEPARCO has become a well-established event in contemporary art, with aspirations to evolve into an open museum without walls.

The initiative is promoted by BMW Italia within the framework of Corporate Citizenship, under the campaign "SpecialMente #Drivenbypeople," aiming to build a robust cultural and sustainable network.

In 2025, the program introduced innovative features for visitors, including a [web app](#) accessible via [arteparco.com](#). This digital platform allows users to explore the Park's route and artworks through an interactive map and specially designed audio guides narrated by Victoria Cabello – Italian - British actress and television presenter – and Paride Vitale.

Furthering its commitment to storytelling and social responsibility, BMW Italia partnered with the Scuola Holden to produce a documentary capturing the key moments of the "Stasis" installation.

A young team from the Scuola produced an evocative long-form video that explores the main themes of the 2025 edition. This includes insights into the project's inception and the dialogue between the artist and the Park's collaborators involved in integrating the artwork among the beech trees along the trail. The film, available on BMW Italia's [Specialmente.bmw.it](#) website and on [arteparco.com](#), presents the interpretation of the project through a dedicated and unique viewpoint.

In addition to the long video, the SpecialMente website features five other episodic videos that highlight the individuals involved with the Park—those who, every day, contribute with pride to its preservation and conservation. These stories are shared through communication videos published on the BMW Group Italia LinkedIn channel, showcasing the diverse efforts supporting the Park's safeguarding.

Velasco Vitali "Stasis"

Inspired by the Ancient Beech Forests—designated as a UNESCO World Heritage Site in 2017—Vitali's "Stasis" pays tribute to the Park's wildlife. The piece references stylites, ascetics from antiquity who lived atop columns or pillars in prayer and spiritual elevation. It reflects on the concept of balance, intertwining physical and contemplative dimensions, and is connected to the artist's "Torre" series, created between 2005 and 2010.

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The artwork features a semi-worked, raw oak trunk transformed into a natural column, topped with an acanthus leaf-capital. At its summit stands an Apennine wolf, embodying the wildness of nature and serving as a metaphor for contemporary society's ongoing quest for awareness and understanding. Vitali describes his vision: "For the Ancient Beech Forests of the Park, I envisioned a symbolic sculpture as a starting point for a journey where each individual leaves their mark, testifying to their bond with the land. It's an invitation to craft a 'geography of the mind,' composed of connections, exchanges, and awareness of our existence."

Elements of the sculpture, cast in aluminum at the historic Fonderia Artistica Battaglia in Milan, are designed to age naturally, with a patina that will develop an elegant patina over time, allowing the environment to further enhance Vitali's work.

Positioned discreetly within a secluded clearing at the end of a Park trail, "Stasis" harmoniously integrates into the landscape, exemplifying a meaningful synthesis of art and nature.

The BMW Group's cultural engagement, including exclusive updates and deeper insights into its worldwide cultural initiatives, can be followed on Instagram at [@BMWGroupCulture](https://www.instagram.com/BMWGroupCulture).

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BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
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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 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, both in the arts, music & sound, architecture 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)
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SpecialMente - #Drivenbypeople

BMW Italia's corporate social responsibility program, "SpecialMente," is based on pillars including culture, social inclusion, intercultural dialogue, sustainability, and talent promotion. It involves all three BMW Group brands—BMW, MINI, and Motorrad—and demonstrates how social themes are deeply embedded in the company's corporate culture. Since its inception in 2001, the project has engaged over three million people through online and offline initiatives. Further details are available at <http://www.specialmente.bmw.it>.

Collaboration with Scuola Holden

The partnership between SpecialMente and Scuola Holden is rooted in a shared passion for culture, social inclusion, and innovation. The collaboration aims to tell stories from diverse perspectives—whether covering sports events, theatre premieres, or industry exhibitions—using a fresh, transversal view. The hashtag #drivenbypeople symbolizes this approach, emphasizing the importance of personal insights and storytelling in revealing authentic, meaningful connections. Through this partnership, both entities seek to amplify the social value of their activities by fostering rich narratives and fostering community engagement.

Founded in Turin, Italy, in 1994, the Scuola Holden is a school of Contemporary Humanities. A place where whoever has a story learns how to tell it.

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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