

Media information  
7 October 2025

## **BMW is official partner of Frieze London.**

On the occasion of the BMW Art Car World Tour the 14th BMW Art Car by David Hockney is on display at The Peninsula London.

**London/Munich.** From October 15 to 19, Frieze London and Frieze Masters will return to London's Regent's Park. As one of Frieze's long-standing global partners since 2004, BMW honours the artistic work of David Hockney as part of the BMW Art Car World Tour and provides VIP shuttle service. Frieze London takes its place on the global stage as part of the ever-expanding BMW Art Car World Tour, a journey that will span continents and continue well into 2026. Marking the 50th anniversary of this iconic series, the tour brings together a constellation of exhibitions across five continents, enriched by a vibrant array of events.

The iconic Art Car #14, designed by David Hockney 30 years ago, will be on display in The Lobby of The Peninsula London from October 14 to November 3. During the "Peninsula Classic Car Afternoon Tea" which runs through November 18 there will be a special opportunity to engage with Hockney's Art Car: BMW representatives will dive deep into the origins and lead through the journey of Hockney's Art Car design on October 14 and 15. Sculptural culinary delights will be served to bring together the British tea tradition and the BMW Art Cars' golden jubilee. The final days of the exhibition coincide with RM Sotheby's Classic Car auction presented in partnership with the Royal Automobile Club which brings a selection of significant automobiles– from historic treasures to modern collectibles – to The Peninsula.

**David Hockney's BMW 850CSi** puts a new spin on the traditional idea of a car's paintwork by effectively turning the car inside out. "I thought it would be a good idea to show the car as if one could see inside," he said. Like an X-ray, Hockney's design reveals the anatomy of the car and its occupants: the door sports an outline of the driver, and Hockney's loyal dachshund, Stanley, can be seen sitting on the back seat, referencing the artist's love of his dogs. Stylised engine components are depicted on the bonnet, while expanses of green sweep across the body – a visual metaphor for the passing scenery, movement, and time. Hockney's visual language melds the car's interior and the outside world to create a new and unusual perspective on motoring.

Born in Bradford, England, in 1937, **David Hockney** has been one of the most flamboyant and influential protagonists on the international art scene since the early 1960s. He graduated from the Royal College of Art in 1962 and soon joined the exclusive circles of Swinging Sixties London. He established his style as his very own form of international Pop Art and achieved great popularity with it. His

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works – among them iconic images depicting swimming pools and Californian landscapes – illustrate his lifelong fascination with light, colour, and the relationship between perspective and movement. David Hockney's Art Car was intended solely as an exhibition piece and has never been driven on the road or in a race.

The BMW Art Car World Tour charts an ambitious course, with stops at prestigious destinations such as Art Basel Hong Kong, the Le Mans Classic in France, Belgium's Zoute Grand Prix, the Shanghai Motor Show in China, and Italy's Concorso d'Eleganza, among others. Showcasing the collection of 20 iconic BMW Art Cars, the tour serves as a testament to the company's deep-rooted commitment to global cultural engagement – spanning more than a hundred initiatives across contemporary art, music, film, and design. Follow the journey [here](#).

**BMW Art Car #14 by David Hockney**

October 14-November 3

The Peninsula London,  
1 Grosvenor Pl,  
London SW1X 7HJ,  
United Kingdom

The Peninsula London Classic Car Afternoon Tea is offered daily until November 18 from 1.00 – 6.30pm reservations can be made [here](#).

Dedicated media slots on October 14 and 15 from 1.00 – 3.00pm can be requested [here](#). Capacity is limited, first come first served.

**Frieze London Dates**

Wednesday, October 15: 11am - 7pm (invitation only)

Thursday, October 16: 11am – 1pm (Members and Invitation only preview) 1pm – 5pm General admission tickets

Friday, October 17: 11am - 7pm

Saturday, October 18: 11am - 7pm

Sunday, October 19: 11am – 6pm

[Media Accreditation](#)

The exhibition came to life in dialogue with CART Department, an emerging platform that celebrates the intersection of art and car culture developed by Larry Warsh.

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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 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](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/overview](http://www.bmwgroup.com/overview)  
Instagram: [@BMWGroupCulture](https://www.instagram.com/BMWGroupCulture)  
#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 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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