

Media information
27 November 2025

BMW Art Car World Tour goes Italy: ADI Design Museum celebrates 50 years of BMW Art Car Collection.

Exhibition displays eight of the iconic "rolling sculptures" in Milan.

Milan/Munich. The BMW Art Car World Tour is set to arrive in Milan at the ADI Design Museum, marking a major milestone in the celebration of five decades of artistic innovation. From 4 December 2025 to 8 January 2026, visitors will have the opportunity to experience eight iconic BMW Art Cars designed by internationally renowned artists such as Alexander Calder, Frank Stella, Roy Lichtenstein, and Jeff Koons. Having previously travelled to Art Basel Hong Kong, Le Mans Classic in France, the Bridge in USA, Louwman Museum in the Netherlands, Belgium's Zoute Grand Prix and over 45 further stops in more than 30 countries across the globe, the BMW Art Car World Tour will conclude this year in Milan before continuing on to Rétromobile in Paris in 2026.

Massimiliano Di Silvestre, President of BMW Italia says: "Celebrating 50 years of the BMW Art Cars is truly a privilege and a great emotion for us, as it allows us to express our commitment to the world of art and design, which finds the perfect setting in Italy. Having eight cars on display at the ADI Museum in Milan also means hosting the exhibition with the highest number of BMW Art Cars featured in the 2025 world anniversary tour — a strong sign of our commitment and our desire to convey the brand's values to enthusiasts, customers, media and partners."

The Italian leg of the Art Car World Tour kicked off at the Concorso d'Eleganza 2025, where the Sandro Chia Art Car was exhibited alongside the entire BMW Art Car miniature collection. On 29 and 30 November, the tour continues at the Nanni Nember "House of BMW Brescia", where three legendary BMW Art Cars will be on display together with the new BMW iX3, the first model of the "Neue Klasse". Located in the heart of Milan, a global capital of fashion and design, the ADI Design Museum will provide the perfect setting to showcase eight vehicles from the world-renowned collection to close the year:

- #1 | Alexander Calder, BMW 3.0 CSL (1975)
- #2 | Frank Stella, BMW 3.0 CSL (1976)
- #3 | Roy Lichtenstein, BMW 320i Turbo (1977)
- #12 | Esther Mahlangu, BMW 525i (1991)
- #13 | Sandro Chia, BMW M3 GTR (1992)
- #15 | Jenny Holzer, BMW V12 LMR (1999)
- #17 | Jeff Koons, BMW M3 GT2 (2010)
- #20 | Julie Mehretu, BMW M Hybrid V8 (2024)

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ADI Design Museum

The ADI Design Museum in Milan celebrates both Italian and international creativity and innovation. Since 2021, it has showcased award-winning works that have shaped the history of industrial design and aesthetics. Located in the heart of the city, the museum occupies a repurposed industrial space that harmoniously blends historical architecture with contemporary style, offering an ideal setting for exhibitions exploring the intersection of art, innovation, and culture.

Celebrating 50 Years: The BMW Art Car Collection

Milan 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, enhanced by a vibrant array of events.

The BMW Art Car initiative was born in 1975 when French racing driver and art dealer Hervé Poulain, in collaboration with BMW's then Head of Motorsport, Jochen Neerpasch, invited artist Alexander Calder to transform a car into a work of art. The result was a strikingly reimagined BMW 3.0 CSL, which not only became a visual masterpiece but also competed in the 24 Hours of Le Mans, earning widespread acclaim. Over the years, the collection has grown to include contributions from legendary artists such as Frank Stella, Roy Lichtenstein, Andy Warhol, Robert Rauschenberg, Esther Mahlangu, David Hockney, Jenny Holzer, Jeff Koons and Julie Mehretu, each bringing their unique vision and style to the project.

Following the 50th anniversary of the BMW Art Car Collection and the BMW 3 Series this year, car enthusiasts can look forward to another jubilee next year: 2026 will mark the 50th anniversary of **Rétromobile**, one of the world's most prestigious automotive shows dedicated to the classic car sector. To celebrate this milestone, BMW is bringing together all BMW Art Cars that have raced at Le Mans for a spectacular reunion in Paris early next year. Find out more about this event [here](#).

Showcasing the collection of 20 iconic BMW Art Cars, the BMW Art Car World 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](#).

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Practical Information

The Art Cars World tour exhibition In Milan will be on display from 4 December 2025 to 8 January 2026, at the ADI Design Museum in Milan.

ADI Design Museum:
Piazza Compasso d'Oro 1
20154 Milano

Opening times:

Monday – Sunday: 10.30 am to 8 pm (last entrance 7.15 pm)

Friday closed

For more information, please visit: <https://www.adidesignmuseum.org/en/>

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 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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