

Media Information
3 February 2026

BMW celebrates the inaugural edition of Art Basel Qatar.

A rolling masterpiece: David Hockney's BMW Art Car presented in Doha as part of the BMW Art Car World Tour.

Munich/Doha. BMW has been a global partner of Art Basel for over two decades, supporting visionary artistic voices across its shows. To mark the inaugural edition of Art Basel Qatar, taking place from 3 to 7 February 2026, and as part of the BMW Art Car World Tour, BMW will present David Hockney's BMW Art Car (1995) in Doha, alongside an opening reception at the BMW Lounge, celebrating the enduring dialogue between contemporary art, innovation and mobility.

As the Associate Partner of Art Basel globally, BMW continues its longstanding support for the fair's VIP car service.

"I thought it would be a good idea to show the car as if one could see inside."
— David Hockney, BMW Art Car #14, 1995.

On the occasion of Art Basel's first edition in Qatar, BMW brings one of the most celebrated works from its Art Car Collection to the region. Exhibited at the iconic Sahat Wadi Msheireb Plaza, Hockney's BMW Art Car transforms the automobile into an X-ray-like vision, revealing its interior, occupants and movement.

The presentation highlights Hockney's fascination with colour, perspective and the passage of time, while placing his visual language in dialogue with five decades of BMW Art Car history.

BMW Lounge at Art Basel Qatar 2026.

To celebrate Art Basel Qatar, BMW presents the **BMW Lounge at M7**, open to visitors throughout the exhibition's official opening hours. The Lounge offers guests the opportunity to explore the BMW Art Car Collection in miniature, providing curated insights into BMW's long-standing engagement with contemporary art.

An opening reception will be held for guests, with opening remarks by artist **Christoph Niemann, Tom Eccles** (Executive Director, Centre for Curatorial Studies, Bard College) and **Prof Dr Thomas Girst** (Head of Cultural Engagement, BMW Group). The speakers will reflect on the ongoing dialogue between contemporary art, automotive innovation and the cultural legacy of David Hockney and the BMW Art Car Collection.

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The 14th BMW Art Car: David Hockney, 1995.

Born in Bradford, England, in 1937, David Hockney is one of the most influential artists of his generation. A graduate of the Royal College of Art, he emerged from the circles of Swinging Sixties London to define a highly distinctive form of international Pop Art.

David Hockney's Art Car offers a radical reinterpretation of automotive paintwork by effectively turning the car inside out. Like an X-ray, the design reveals the anatomy of the car and its occupants: the outline of the driver appears on the door, while Hockney's dachshund Stanley sits on the back seat. Stylised engine components span the bonnet, while sweeping fields of green evoke landscape, motion and time. His Art Car, conceived purely as an exhibition piece, has never been driven on the road or in competition.

The BMW Art Car World Tour.

Following the successful launch of the BMW Art Car World Tour 2025 and the presentation of Andy Warhol's BMW Art Car #4 in Dubai, United Arab Emirates, BMW continues this journey by bringing another legendary Art Car to the Middle East. With Hockney's BMW Art Car, now presented in Doha, BMW further strengthens the dialogue between contemporary art and automotive innovation across the region.

For over 50 years, the BMW Art Car Collection has provided artists with a unique platform to engage with automobiles as spaces for artistic experimentation. From Alexander Calder and Andy Warhol to Jenny Holzer, Jeff Koons and Julie Mehretu, the 20 BMW Art Cars represent a cross-section of contemporary art history, spanning minimalism, pop art, abstraction, conceptual and digital art.

To celebrate its 50th anniversary, the BMW Art Car World Tour presents an ambitious global exhibition programme across all five continents. The tour underscores BMW's long-term commitment to cultural engagement, bringing together art, technology, motorsport and design in a uniquely mobile museum of "rolling sculptures". The complete press release and further press material are available for download [here](#).

The BMW Art Car Collection.

The BMW Art Car initiative, born from the vision of French racing driver and art dealer Hervé Poulain and BMW Head of Motorsport Jochen Neerpasch, has become a cornerstone of BMW's cultural engagement. Over the decades, the collection has grown to include works by Frank Stella, Robert Rauschenberg,

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Esther Mahlangu, David Hockney, Jeff Koons, and many others, each contributing their unique artistic perspective.

BMW's commitment to culture extends far beyond the BMW Art Car Collection, encompassing more than a hundred initiatives across contemporary art, music, film, and design. The company's dedication to fostering creativity and innovation continues to resonate globally, as evidenced by the success of the Art Car World Tour.

The history of BMW's legendary Art Cars.

1. Alexander **Calder** / BMW 3.0 CSL / 1975
2. Frank **Stella** / BMW 3.0 CSL / 1976
3. Roy **Lichtenstein** / BMW 320i Turbo / 1977
4. Andy **Warhol** / BMW M1 / 1979
5. Ernst **Fuchs** / BMW 635 CSi / 1982
6. Robert **Rauschenberg** / BMW 635 CSi / 1986
7. Michael Jagamara **Nelson** / BMW M3 Group A / 1989
8. Ken **Done** / BMW M3 Group A / 1989
9. Matazo **Kayama** / BMW 535i / 1990
10. César **Manrique** / BMW 730i / 1990
11. A.R. **Penck** / BMW Z1 / 1991
12. Esther **Mahlangu** / BMW 525i / 1991
13. Sandro **Chia** / BMW M3 GTR / 1992
14. David **Hockney** / BMW 850 CSi / 1995
15. Jenny **Holzer** / BMW V12 LMR / 1999
16. Ólafur **Elíasson** / BMW H2R / 2007
17. Jeff **Koons** / BMW M3 GT2 / 2010
18. Cao **Fei** / BMW M6 GT3 / 2017
19. John **Baldessari** / BMW M6 GTLM / 2016
20. Julie **Mehretu** / BMW M Hybrid V8 / 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).

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END

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

Driven by Culture. 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)

YouTube: <https://www.youtube.com/@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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About Art Basel

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, Hong Kong, Paris, and Qatar. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel's engagement has expanded through new digital platforms including Zero 10 and the Art Basel App, and initiatives such as the Art Basel and UBS Global Art Market Report and Survey of Global Collecting, Art Basel Awards, and Art Basel Shop. For further information, please visit artbasel.com.

About Art Basel Qatar

Debuting in Doha in February 2026, Art Basel Qatar will embed itself in Qatar's vibrant cultural landscape and provide an unparalleled platform to showcase leading galleries and artistic talent from the Middle East, North Africa, South Asia, and further afield. The new fair is the centerpiece of a one-of-a-kind partnership between Art Basel; its parent company MCH Group; Qatar Sports Investments (QSI), a major investor in sports, culture, entertainment and lifestyle; and QC+, a strategic and creative collective specializing in cultural commerce.