

Media Information

5 August 2026

Turkish contemporary art in international spotlight at Venice Biennale with Borusan Otomotiv.

Borusan Otomotiv, BMW's official importer in Türkiye, is a partner of the Türkiye Pavilion at the 61st International Art Exhibition – La Biennale di Venezia through November 22, 2026.

Istanbul. Borusan Otomotiv, BMW's official importer in Türkiye and the brand's largest importer worldwide, is bringing Turkish contemporary art to the global stage as a key partner of the Türkiye Pavilion at the 61st International Art Exhibition – La Biennale di Venezia. The pavilion, commissioned by the Istanbul Foundation for Culture and Arts (İKSİ), showcases "A Kiss on the Eyes" by acclaimed artist Nilbar Güreş, curated by Başak Doğa Temür until November 2026 at the Sale d'Armi, Arsenale.

Every year on the occasion of La Biennale di Venezia, together with the Neue Nationalgalerie, the BMW Group hosts a joint event celebrating their long-term partnership of the [Preis der Nationalgalerie](#), which will be awarded to Maurizio Cattelan in 2026. Already in 2011, BMW teamed up with artist Hajnal Németh for her "CRASH – Passive Interview" installation for the Hungarian Pavilion at the Venice Biennale.

Curated by **Başak Doğa Temür**, "A Kiss on the Eyes" showcases Güreş's celebrated practice spanning sculpture, installation, painting, and mixed-media works. The exhibition explores themes of intimacy, resilience, and cultural identity through textiles, everyday objects, and organic forms that carry personal and collective histories. The pavilion is realised under the auspices of the Ministry of Foreign Affairs of the Republic of Türkiye with the contribution of the Ministry of Culture and Tourism, with co-sponsorship from Trendyol Art and additional support from Turkish Airlines and the SAHA Association.

Borusan Otomotiv's first-time support of the Türkiye Pavilion reflects the commitment of supporting projects that create lasting value and contribute to important conversations. It coincides with the artistic leadership of the late Koyo Kouoh at the Venice Biennale. A long-term collaborator and friend of BMW Group Culture, Koyo Kouoh also played a key role in initiating BMW's engagement with the Education Centre at Zeitz MOCAA.

"As Borusan Otomotiv, we consider this partnership a significant milestone in our more than 40-year engagement with art," stated **Hakan Tiftik, CEO of Borusan Otomotiv**. "This support represents a natural extension of Borusan Group's long-standing commitment to culture and the arts, as well as the strong and authentic

relationship that the BMW brand we represent in Türkiye has established with the art world. We will continue to build on this deeply rooted heritage, shaping our vision in culture and the arts with a long-term and strategic perspective."

Supporting contemporary art for two decades.

This dedication reflects both Borusan Group's deeply rooted cultural legacy and BMW's authentic relationship with the global art world. In 2025 alone, Borusan Otomotiv reinforced this commitment by supporting Contemporary Istanbul, Türkiye's leading international art fair, and playing an important role in BMW's 50th Art Car anniversary celebrations.

The company brought the BMW Art Car World Tour to Turkish audiences through a series of distinct events, art fairs, festivals, and dealer openings, showcasing iconic works by artists including **Alexander Calder, Roy Lichtenstein, Jeff Koons, and Julie Mehretu's** latest 2024 "rolling sculpture". By creating meaningful touchpoints between international art movements and local audiences, Borusan Otomotiv continues to strengthen Türkiye's position as a vital hub in the global cultural landscape.

Borusan Holding has been at the heart of contemporary art for two decades. Borusan Otomotiv, through the BMW brand, contributes to the development of contemporary art through its partnership with Contemporary Istanbul. Borusan Holding has also played a significant role in Türkiye's cultural and artistic landscape by supporting the Istanbul Music Festival (IMF), organized by the Istanbul Foundation for Culture and Arts (İKSİV), of which it is a founding member, since the festival's very first edition. Since 1977, Borusan Sanat has been working towards making classical music more accessible to wider audiences and continues its activities under the Borusan Kocabıyık Foundation today. Borusan Istanbul Philharmonic Orchestra (BIPO) was founded 26 years ago in line with this vision. Borusan Contemporary, on the other hand, continues to foster dialogue between artists and audiences through its unique office-museum concept, presenting the works of internationally renowned artists such as Bill Viola, Doug Aitken, Axel Hütte, and Edward Burtynsky at the historic Perili Köşk. Borusan Contemporary also develops exhibitions and public programmes centred on the Borusan Contemporary Art Collection. In addition to being a member of ICOM, the Borusan Contemporary Art Collection is the first collection in Türkiye to join IACCCA (International Association of Corporate Collections of Contemporary Art).

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BMW Group's cultural engagement is guided by a clear strategic focus on contemporary art, design, sound, film, classical music, and jazz. The company views its cultural activities as an expression of corporate citizenship and a meaningful way of giving back to the societies in which it operates. Through a broad network of partnerships and sponsorships across artistic disciplines and international markets, BMW has become one of the leading supporters of arts and culture worldwide, including initiatives such as the BMW Art Journey, the Berlin Biennale, and Art Basel.

About the Türkiye Pavilion at La Biennale di Venezia.

The Venice Biennale represents one of the world's most prestigious platforms for contemporary art. İKSV has been coordinating the Türkiye Pavilion since 2007, and since 2014, the Pavilion has had a permanent venue at the Sale d'Armi, Arsenale. As the commissioner of the Pavilion, İKSV brings together institutional and individual support each year to provide the necessary resources for invited artists and architects to develop their works under the best possible conditions.

About the Istanbul Foundation for Culture and Arts (İKSV).

The Istanbul Foundation for Culture and Arts (İKSV) is a non-profit organisation advancing culture through festivals, biennials, international collaborations, education programmes, artist funds and awards, and cultural policy initiatives since 1973.

Further information at: [Türkiye Pavilion](#)

The BMW Group's Cultural Engagement, with exclusive updates and deeper insights into its global initiatives can be followed on Instagram at [@BMWGroupCulture](#).

If you have any questions, please contact:

Corporate Communications

Ilya Baryshev
BMW Group Corporate and Governmental Affairs
BMW Art Car World Tour
Email: Ilya.Baryshev@bmwgroup.com

Media Website: www.press.bmwgroup.com/global
Email: presse@bmw.de

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BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
BMW Art Cars Olafur Eliasson 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>

#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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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