

Press Release

8 September 2026

BMW France and Réseau LUX Hit the Road for the Bicentenary of Photography.**A travelling photography studio will tour France, engaging with audiences from September 2026 to September 2027.**

- BMW France becomes the official partner of the LUX Tour, one of the flagship projects of the Bicentenary of Photography, endorsed by the French Ministry of Culture.
- For one year, a travelling photographic studio housed in a caravan will tour France, making stops at festivals and fairs that are members of the Réseau LUX.
- Visitors will be invited to take part in « À l'origine du cœur » (At the Origin of the Heart), an artistic experience conceived by Trigone collective, that creates a photographic image from each participant's heartbeat.
- BMW supports the project's national tour with the new all-electric BMW iX3, which transports the caravan while also providing its energy supply.
- This partnership reflects BMW's longstanding commitment to photography and contemporary creation over the past twenty years.
- The official launch of the caravan took place on 3 September 2026 in the courtyard of the French Ministry of Culture in Paris, before embarking on a tour that connects the 33 members of Réseau LUX across France.

Paris. On the occasion of the **Bicentenary of Photography**, BMW France is partnering with **Réseau LUX**, the French national network of photography festivals and fairs, to support the **LUX Tour**, a cultural initiative that will bring photography to communities across France from September 2026 to September 2027.

Conceived as a link between artists, local communities and audiences, this caravan, transformed into a travelling photographic studio, will make stops at more than 30 photography festivals and fairs throughout France.

At the heart of the project is « **À l'origine du cœur** » (At the Origin of the Heart), an artistic experience conceived by Trigone collective. Visitors are invited to step into a darkroom and trigger the creation of a photograph using their own heartbeat.

Captured and transformed into an electrical impulse, this energy gives rise to a unique image on photosensitive paper. Once developed, digitised and printed, the photograph is presented to its creator as a singular imprint of a moment in life.

When Energy Becomes Image

As the official partner of the **LUX Tour**, a Bicentenary of Photography project endorsed by the French Ministry of Culture, **BMW France** is providing the new [all-electric BMW iX3](#), zero-emission in-use, which will accompany the caravan throughout its journey. Beyond towing the caravan, the vehicle also powers the equipment required for operating the mobile studio, enabling this unique photographic experience to reach audiences across the country.

From the pulse of a heartbeat to the electricity that powers the travelling studio, the project brings together art, technology and mobility through a shared narrative: a contemporary « **fée électricité** » (**electricity fairy**), generating images and carrying them across France's regions.

A Meeting of Two Centuries of Innovation

This initiative resonates deeply with the very history of photography. While **Nicéphore Niépce is internationally recognised as the inventor of photography, he was also, together with his brother Claude, the co-inventor of one of the world's first internal combustion engines**. Two centuries later, the LUX Tour symbolically extends this connection between technological innovation, creativity and mobility.

"Nicéphore Niépce did not only invent photography. Together with his brother Claude, he also helped develop one of the world's first internal combustion engines. This unexpected connection between image-making and mobility resonates strongly with our commitment alongside Réseau LUX. Through the LUX Tour, we are helping take photography closer to audiences across France while showcasing how electric mobility can support a unique artistic experience. We are proud to support a project that creates a dialogue between heritage, innovation, contemporary creation and regions." **Vincent Salimon, President of the Management Board, BMW Group France**

The New BMW iX3 in Support of the LUX Tour

To enable this photographic adventure to reach audiences across France, BMW Group France is providing the Trigone collective with the new all-electric BMW iX3.

Zero-emission in-use, the BMW iX3 will tow the LUX Tour caravan throughout its journey across the country. As a true companion to the project, it will also contribute to its energy autonomy through its bidirectional [Vehicle-to-Load](#) (V2L) charging technology.

Beyond its role as a towing vehicle, the BMW iX3 will also supply power to certain pieces of equipment used in the mobile studio. This capability takes on particular significance in a project where electricity lies at the very heart of the artistic experience.

From images created through participants heartbeats to the all-electric mobility that accompanies the caravan, the BMW iX3 naturally extends the project's central theme:

harnessing energy in the service of creativity, human connection and the dissemination of photography across France's regions.

BMW ART MAKERS and the LUX Tour: Two Projects Endorsed by the French Ministry of Culture

Labelled as part of the Bicentenary of Photography by the French Ministry of Culture, the LUX Tour echoes BMW ART MAKERS, BMW France's programme supporting contemporary artistic creation. Since 2021, BMW ART MAKERS has supported an artist-curator duo with the production of an original project, presented notably at the Rencontres d'Arles and Paris Photo.

Complementary in nature, the two initiatives illustrate the different dimensions of BMW's cultural commitment. While BMW ART MAKERS supports artistic creation and emerging talent, the LUX Tour fosters the dissemination of photography by bringing it directly to audiences through a nationwide journey across France's regions.

True to its commitment to photographic creation for more than twenty years, BMW France continues its longstanding support for photography and those who shape it. In this spirit, the partnership with Réseau LUX is built on a foundation of shared values: innovation, cultural openness, environmental responsibility, and a commitment to broadening accessibility to contemporary creativity.

LUX Tour Schedule

Following its official launch on **3 September 2026 at the French Ministry of Culture in Paris**, the LUX Tour caravan will travel across France for more than a year, making stops at festivals and fairs that are members of **Réseau LUX**.

2026

- 5-6 September: **GLAZ Festival** (Rennes)
- 12-13 September: **Rencontres Image et Environnement at Zone i** (Thoré-la-Rochette)
- 26-27 September: **QPN – Quinzaine Photographique Nantaise** (Nantes)
- 3-4 October: **EOP – Espaces d'Œuvres Photographiques** (Rouen)
- 10-11 October: **Nicéphore+** (Clermont-Ferrand)
- 16-17 October: **Les Villes Invisibles** (Nîmes)
- 24-25 October: **Planches Contact Festival** (Deauville)
- 7-8 November: **Le Mois de la Photo / Lumière d'Encre** (Céret)
- 11-15 November: **a p p r o c h e – Les Nuits Photo – Paris Photo – Photo Days – Photo SaintGermain** (Paris)

2027

- 12-13 March: **Printemps Photographique de Pomerol** (Pomerol)
- 27-28 March: **Les Photographiques** (Le Mans)
- 3-4 April: **Itinéraires des Photographes Voyageurs** (Bordeaux)
- 8-9 May: **LUM Festival** (Seix)
- 15-16 May: **BPM – Biennale Photo de Mulhouse** (Mulhouse)

- 22-23 May: **L'Événement Photographique** (Nancy)
- 29-30 May: **Présence(s) Photographie** (Montélimar)
- 5-6 June: **Festival Photo La Gacilly** (La Gacilly)
- 12-13 June: **Moulin Blanchard – Hors les Murs** (Perche-en-Nocé)
- 19-20 June: **Les Femmes s'Exposent** (Houlgate)
- 26-27 June: **Mondes en commun – Albert Kahn Departmental Museum** (Boulogne-Billancourt)
- 3-4 July: **Mesnographies** (Les Mesnuls)
- 10-11 July: **OFF Arles – La Kabine** (Arles)
- 24-25 July: **L'Été Photographique de Lecture** (Lecture)
- 18-19 September: **Photoclimat** (Paris)

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BMW: A Lasting Commitment to Art and Culture

As a committed partner of artistic creation, BMW France actively supports innovation and contemporary expression through leading cultural initiatives. This commitment is reflected in programmes such as BMW ART MAKERS, dedicated to supporting creativity in the visual arts, as well as through long-standing partnerships with major events including Les Rencontres d'Arles, Paris Photo and Art Basel Paris.

BMW also supports the world of cinema as an Official Partner of both the Festival de Cannes and the Cabourg Film Festival. Guided by the belief that art, culture and innovation share the power to open new perspectives, BMW fosters dialogue between creativity, technology and society, while helping to promote artists and broaden public access to contemporary art.

Réseau LUX

Réseau LUX is the French national network of photography festivals and fairs in France. It brings together organisations committed to a shared ambition across the country: bringing photography closer to audiences.

Through its initiatives, Réseau LUX works to raise awareness of photography in all its forms, support artistic creation and those who bring it to life, and enhance the visibility and reach of the 33 festivals and fairs that make up the network.

To mark the Bicentenary of Photography, Réseau LUX is paying tribute to two centuries of photographic innovation and creativity through a project structured around three initiatives designed to be accessible to everyone throughout France.

200LUX has been labelled as part of the Bicentenary of Photography by the French Ministry of Culture and is part of the official Bicentenary of Photography programme running from 1 September 2026 to 30 September 2027.

(ALMOST) COMPLETE DICTIONARY OF PHOTOGRAPHY – An editorial project retracing 200 years of photographic history through the eyes of Réseau LUX members.

200LUX EXPO – A collective exhibition bringing together all members of Réseau LUX at MAC, Maison des Arts de Créteil, a national arts centre in the Paris region.

LUX TOUR – A travelling analogue photography laboratory in a caravan, offering an artistic, participatory and immersive experience across France.

BMW Group in France

BMW Group operates four sites in France: its headquarters in Montigny-le-Bretonneux, its training centre in Tigery, its international spare parts and accessories centre in Strasbourg, and the BMW Group International Test Centre at the Miramas proving ground in Istres, where all vehicle models are tested and validated before being launched worldwide.

Through its commercial and financial subsidiaries, as well as its exclusive retail network, BMW Group employs nearly 8,000 people in France. In 2025, BMW Group France registered 87,206 BMW and MINI vehicles and 18,893 BMW Motorrad motorcycles and scooters.

BMW Group's annual purchasing volume from French suppliers and equipment manufacturers exceeds €4 billion. As part of its electromobility strategy, BMW Group offers a broad range of electric and plug-in hybrid cars, motorcycles and scooters.

Communication et relations publiques

BMW Group France is a committed partner in artistic creation, actively supporting creativity and innovation in the visual arts through its BMW ART MAKERS programme and its partnerships with the Rencontres d'Arles, Paris Photo and Art Basel Paris. The company is also an official partner of the Cannes Film Festival and the Cabourg Romantic Film Festival, reflecting its longstanding commitment to the world of cinema.

BMW Group's commitment also extends to French sport, notably through the BMW Golf Cup.

For the past 40 years, the company has funded public-interest initiatives through the BMW Group France Foundation, operating under the aegis of Fondation de France.

www.bmw.fr – www.mini.fr – www.bmw-motorrad.fr

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YouTube: www.youtube.com/BMWFrance

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Facebook: www.facebook.com/BMWFrance

BMW Group

BMW Group, comprising the BMW, MINI, Rolls-Royce and BMW Motorrad brands, is the world's leading manufacturer of premium automobiles and motorcycles, and also provides premium financial services. The company operates 30 production sites worldwide and has a global sales network serving more than 140 countries.

In 2025, BMW Group delivered a total of 2.46 million automobiles and more than 220,500 motorcycles to customers worldwide. Profit before tax for the 2025 financial year amounted to €10.2 billion on revenues of €133.5 billion. As of 31 December 2025, BMW Group employed 154,540 people.

BMW Group's economic success has always been built on long-term thinking and responsible action.

Sustainability is a key element of BMW Group's corporate strategy and encompasses the entire product lifecycle, from the supply chain and production to the end of the use phase.

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