



Radost z jízdy

4 elements
BY MILAN KUNC

BMW i8 ROADSTER 4 ELEMENTS BY MILAN KUNC. 24CARAT CANVAS ON 4 WHEELS.

The cars from the BMW i division have been designed with respect to the minimum environmental impact throughout their development, production, operation and recycling. However, this approach reaches even further, penetrating literally every detail of these cars. Recycling in general is a significant topic in the models of the BMW i division, because renewable and recyclable materials help protect the environment, replacing regular materials.

The project “4 elements by Milan Kunc” aims at an original way of pointing out topics associated with environmental protection and long-term sustainability. That was also why the revolutionary plug-in hybrid sports car BMW i8 Roadster was selected as the “art canvas”. **To ensure BMW made the largest impact possible on the environment through the BMW i8 Roadster 4 Elements by Milan Kunc, the profits made will be donated to The Ocean Cleanup.**

The base of the car is in gold colour containing true 24-carat gold. The technique of painting on glass forms an independent chapter in the work of Milan Kunc; in case of the BMW i8 Roadster, the artist made use of experience of Zoltán Matuška, who is the author of the previous edition “one of one”- BMW i3 and i8 STARLIGHT EDITION.



MILAN KUNC

Milan Kunc (1944) is a painter, who has worked mostly in Germany, Italy, the USA, the Netherlands, India and the Czech Republic, from which he emigrated in 1969, and where he returned in 2004. His art captivates by the original style, elaboration, and contents. He is considered to represent several art styles at once, like pop surrealism, Ost Pop, or low-brow movement.

THE MOTIVES OF THE FOUR ELEMENTS FROM EACH ANGLE.

BMW i8 Roadster 4 Elements by Milan Kunc carries on its body the pop surrealist expression of the four essential elements in a clearly recognizable style of Milan Kunc. Each part of the car creates an independent story of each of the elements - fire, water, air and earth.

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AIR.

Butterfly and vegetation represents the element of air and energetic transformation of natural powers. Butterfly is the symbol of this miraculous metamorphosis.



WATER.

Fish, snails, crabs, starfish - the occurrence of these animals and their persistence represent the balance of the water environment, for which we, the people, are responsible. It is them who are dependent on the cleanness of this element - water.



EARTH.

Countryside transformed by the acts of us, the people. I present a unique environment for people and animals; its cleanness is a condition for any further development of life. Wind power plants depicted here use the power of wind, a renewable source of energy. Flowers, bees, birds and animals then represent balance in nature.



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FIRE.

Our planet is a part of the universe, in which all these metamorphoses have been going on since ancient times. Fire symbolizes the source of energy needed for the preservation of life and its development. And also the power driving forward - the engine, heart of the car! I briefly touch on the topic of the universe, referring to the need for recycling. It is also the challenge for our responsibility in using fossil sources of energy.



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BMW i UNIQUE PRODUCTION PROCESS.



EUCALYPTUS WOOD

Interior trim uses fast-growing eucalyptus wood (Lodge grade), which contributes production of oxygen.



95 %
OF THE BMW i3
IS RECYCLABLE



27
RECYCLED
PET BOTTLES

There are at least 27 PET bottles and drink cans recycled in each BMW i3.



SHEEP WOOL

The seats are upholstered via a wool, this material is typical for providing cold in summer and heat in winter (Lodge grade).



50 %
LESS
ENERGY

The energy needed to manufacture the BMW i models was reduced by half.



BOMBAY HEMP

The dashboard and door coating of BMW i3 is made from recycled PET bottles in 30 %, and the remaining 70 % is Bombay hemp.



70 %
LESS
WATER
CONSUMPTION

When manufacturing BMW i3, 70% less water is consumed compared to the BMW 1 Series.



BIO-QUALITY HONEY AND CIDER

Honey and cider are produced in the factory.



ENERGY FROM NATURAL SOURCES

A modern BMW factory in Leipzig, with its own wind power plant covering the energetic needs of the plant, provides for the environmentally neutral manufacturing of BMW i vehicles..