



Media Information

6 September 2007

BMW Art Cars Unveiled in India

BMW World Tour of “rolling sculptures” by Andy Warhol and Roy Lichtenstein to showcase in India’s art capital: Mumbai

Mumbai. Since 1975 some of the world’s greatest artists have made unique contributions to the art world by painting a BMW. Starting today, two of these contemporary works of art will be exhibited for the first time in Mumbai – a truly special event for motoring enthusiasts and art-lovers alike.

The BMW Art Cars Exhibition was inaugurated today by Shri Ashok Rao Shankar Chavan, Minister for Cultural Affairs, Industries and Protocols, Government of Maharashtra along with Mr. Peter Kronschnabl, President BMW India. Dr. Ulrich Lehmann – Curator of London’s Victoria and Albert Museum was also present at the occasion. Normally showcased in museums like the Louvre in Paris, the Royal Academy in London and the New York Whitney Museum of Modern Art, the BMW Art Cars will be presented within a specially built, glass structure at Mumbai’s Jehangir Art Gallery from September 6 till September 16, 2007. The 10 day exhibition is a rare opportunity for the public to view these priceless “rolling sculptures” by two contemporary masters.

The priceless collection, part of the BMW Art Car Collection that has toured museums in Europe and the USA, were designed by artists Andy Warhol (1979) and Roy Lichtenstein (1977) and are ending the Asia-Pacific leg of their world tour with the exhibition in India before returning to Europe. The art cars, which reflect the developments in art history with regard to fine art, design and technology, are also celebrating their 32nd anniversary this year.

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Inaugurating the exhibition, Shri Ashok Rao Shankar Chavan, Minister for Cultural Affairs, Industries and Protocols, Government of Maharashtra said, “In addition to being the world’s leading premium car manufacturer, BMW is a strong supporter

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of the arts around the world. This unique exhibition of BMW Art Cars shows the power of art in business and technology and is testimony to Mumbai's reputation of being the art capital of India. I'm certain that this exhibition will provide a source of inspiration to all sections of the community and be yet another unique focal point for visitors to Mumbai."

"The two Art Cars, part of a 16-car collection, are being exhibited here in India because BMW Group wants to share world class art with a modern city that has a high appreciation of art, culture and films," said Mr. Peter Kronschnabl President BMW India. "Having been in India for a little over a year, we felt this was an opportune time to contribute to the excitement and dynamism of the art scene here. The BMW Art Cars are the fusion of technology and art by the world's great contemporary artists. These artistic expressions, using cars as the canvas, embody the innovative and creative spirit that is at the core of our company."

Added Dr. Ulrich Lehmann – Curator of London's Victoria and Albert Museum, "The exhibition concept presents the automobile as an independent object and throws an unusual light on the symbolic power of the car – while showing its cultural significance that goes way beyond the idea of "the vehicle".

After the India tour, the "rolling sculptures" by Andy Warhol and Roy Lichtenstein will be next exhibited between 2007 and 2010 in museums in Turkey and the US prior to their return to Europe. France, Spain and Portugal are also planning museum events.

BMW Group's commitment to fine arts started as early as 1973, when it commissioned German painter Gerhard Richter to contribute to the foyer of the Group's architecturally captivating Munich headquarters by contributing three very large canvases. Today, it cooperates with cultural institutions around the world, primarily to support young artists who are at the cutting edge of current developments and take on new challenges.

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The BMW Art Car Collection

Outstanding male and female artists from around the world began to work on BMW automobiles of their time as early as 1975. The 15 exhibits that make up the BMW Art Car Collection include works by Frank Stella, Roy Lichtenstein, Andy Warhol, A.R. Penck, David Hockney and Jenny Holzer, among others. The Art Cars reflect the cultural-historical development of art, design and technology and have been exhibited at museums around the world, including the Louvre in Paris, the Royal Academy in London, the Whitney Museum of Modern Art in New York, the Palazzo Grassi in Venice, the Powerhouse Museum in Sydney and at the Guggenheim museums in New York and Bilbao. BMW Art Cars will also continue to document the fascinating symbiosis of art and technology at future international exhibitions.

BMW Group Cultural Communications

When the BMW Group becomes culturally involved, it is committed to absolute freedom of creative potential, this being equally as essential for the creation of ground-breaking works of art as it is for the most significant innovations vital to a successful business enterprise. With this principle in mind, the BMW Group regards the development and realization of cultural projects in collaboration with private and public institutions as a future-oriented way of supporting networks within the cultural scene. This in turn facilitates the provision of platforms for new tendencies within the field of art and access by a broad public to artistic and cultural events, with BMW Cultural Communications focusing on the promotion of convincing and thematically stimulating projects.

Culture speaks many languages. In each country it is both unique and distinctive - two qualities of the BMW Group. Through its obligation to art and culture, it aims to support those activities that promote an intercultural dialogue, and is currently involved in more than 100 various cultural events, programs and organizations worldwide.

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