

Media Information  
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## **An Artistic Expression of Sustainability. BMW Group India showcases the 'Future of Mobility' at India Art Fair.**

**JOY. Born Again. The first-ever BMW iX.**

**A Silent Revolution. The first all-electric MINI Cooper SE.**

**#BMWIndia #SheerDrivingPleasure #BMWIX #MINISE**

**New Delhi.** Showcasing the unique connection between art and automobiles, BMW Group India will exhibit the 'Future of Mobility' at the latest edition of India Art Fair being held in New Delhi from 28 April to 1 May 2022.

Mr. Vikram Pawah, President, BMW Group India said, "Art is a beautiful way of seeing the world as it was, is and will be tomorrow. More than ever, India Art Fair reflects a unique blend of art, creativity and a strong awareness of evolving socio-ecological sensibilities. In the same way, BMW Group's pioneering vision is reflected through its vehicles. Our electric vehicles are an expression of a sustainable future. Just like an artist develops a work around a central theme, BMW Group develops its e-vehicles around the core of sustainability - in form, function and emotion. As Joy is reborn, we are excited to share our vision with the world. The BMW iX and MINI Cooper SE have already won the hearts of auto enthusiasts in India. We invite everyone to come and experience the face of progressive e-mobility at India Art Fair."

As the 'Presenting Partner' of the India Art Fair, BMW India has supported the evolution and exposure of modern Indian art and artists since 2012. Through this year's collaboration, BMW India will exhibit progressive e-mobility with an exclusive display of its all-electric range.

The BMW iX is the first electric all-wheel drive vehicle by BMW. As BMW Group's new technology flagship, it presents hallmark 'Sheer Driving Pleasure' with commitment to sustainability. Born electric, the iX imbibes principles of sustainability throughout its lifecycle, right from production to usage to end-of-life, making comprehensive use of natural and recyclable materials.

MINI is displaying the first all-electric MINI 3-Door Cooper SE at India Art Fair. The MINI 3-Door Cooper SE combines MINI's inventive spirit and iconic design with instant torque, zero emissions and legendary go-kart feeling. It will play a significant role in inspiring creative individuals and

trendsetters to drive the silent revolution. In addition to the BMW iX and MINI Cooper SE, BMW Group India is displaying another much-awaited upcoming all-electric product.

BMW India will also showcase 'The Future is Born of Art' commission BMW iX car 'Suno' by artist Faiza Hasan. 'The Future is Born of Art' is an initiative by BMW India and India Art Fair which aims to propel emerging Indian artists and further BMW Group's commitment to promote art, sustainability and innovation. The BMW iX served as a canvas and inspired artists to reflect on the philosophy of 'Sustainable Circularity'. Four selected artists were asked to submit proposals reflecting their unique interpretations of the theme. The winning design by Faiza Hasan will be reflected on the BMW iX as a car wrap and shown at the Fair.

### **About BMW's Cultural Commitment**

For 50 years now, the BMW Group has initiated and been engaged in hundreds of cultural co-operations worldwide. The focus of its long-term commitment is set on modern and contemporary art, classical music, jazz and sound, as well as architecture and design. Along with commissioning iconic BMW Art Cars and co-initiatives, such as BMW Tate Live, the BMW Art Journey and the 'Opera for All' concerts, the company also partners with leading museums and art fairs as well as orchestras and opera houses around the world.

Since its inception, BMW India has participated in leading cultural engagements across the country. The famous BMW Art Cars, also popularly known as the 'Rolling Sculptures', have enthralled both automotive and design enthusiasts in India. BMW Art Car creations by world renowned artists such as Andy Warhol, Roy Lichtenstein, Jeff Koons, Sandro Chia and Cesar Manrique have been exclusively presented here. BMW India's cultural commitment is perpetrated through long-term associations with esteemed platforms such as India Art Fair and Kochi-Muziris Biennale that support and promote contemporary, modern art and artists. The innovative BMW Guggenheim Lab has been to India in association with Dr. Bhau Daji Lad Museum. Through the medium of creative arts and dialogue, BMW is inspiring diverse audiences and communities to address the challenges of urbanisation and build a sustainable future.

### **India Art Fair**

India Art Fair, the leading platform to discover and celebrate modern and contemporary art from South Asia, has returned in its physical format after a gap of two years. In partnership with BMW India, the fair will present exhibitors across 16 cities, including non-profit foundations and institutions. Helmed by Jaya Asokan, Fair Director of India Art Fair, this edition spotlights the next generation of artists alongside modern masters through initiatives including auditorium talks, performances, outdoor art projects, artist-led workshops, and an online symposium in the run up to the fair. Continuing the fair's enduring relationship with the region's pioneering institutions, the forthcoming edition will see participation from Kochi Biennale Foundation, Chennai Photo Biennale Foundation and Serendipity Arts, among others. Extending its role beyond that of an annual event, India Art Fair is making greater inroads into the local and international art scene by expanding its digital presence.

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