**Rolls-Royce**

## Media Information

**THE HOUSE OF ROLLS-ROYCE ENTERS PARTNERSHIP WITH THE SERPENTINE GALLERIES**

19 June 2018, Goodwood

* Rolls-Royce and the Serpentine Galleries enter into partnership
* Partnership celebrated at Serpentine Summer Party
* Rolls-Royce Art Programme continues support of internationally renowned art institutions
* Bespoke relationship with the gallery, which is reflective of the marque, will develop during 2019

The House of Rolls-Royce today announces an exciting collaboration with London’s Serpentine Galleries. The Rolls-Royce Art Programme furthers its benefactor relationship with internationally renowned art institutions by supporting the Serpentine; a move that demonstrates the marque’s commitment to contemporary patronage.

A bespoke relationship with the gallery, which is reflective of the marque, will develop during 2019. The first initiative this year will see a collection of Rolls-Royce Phantoms and Ghosts spirit the Galleries’ generous patrons to the Serpentine Summer Party on Tuesday 19 June, a highlight of the summer season and the Galleries’ major annual fundraiser that keeps access to its pioneering programmes free and open to all.

Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars, commented, “The Rolls-Royce Art Programme has played an important role in bringing new artworks to fruition; one of its core values is to foster creativity. Through our support of the Serpentine Galleries we continue this legacy. We look forward to developing a bespoke and lasting relationship with one of the most important art institutions in the world.”

Yana Peel, Chief Executive Officer, Serpentine Galleries and Hans Ulrich Obrist, Artistic Director, Serpentine Galleries, commented, “The Serpentine is thrilled to have the support of Rolls-Royce Motor Cars, helping us to inspire the widest audiences by championing the possibilities of art and architecture. We are delighted to celebrate this association with the Rolls-Royce Art Programme and its legacy of support to the contemporary art world. We look forward to a meaningful partnership, which will help keep our programme free and accessible to everyone, all year round.”

The Rolls-Royce Art Programme was founded in response to patrons’ recognition that Rolls-Royce motor cars transcend a cultural barrier where they are not only commissioned as a means of conveyance, but for their aesthetic power. The programme goes beyond sponsoring the medium and contributes creatively to the fabric of the contemporary art world through a series of commissions by established and emerging artists, and by supporting internationally significant art institutions. These include Foundation Beyeler in Switzerland, Rockbund Art Museum in Shanghai and the National YoungArts Foundation in Miami.

The Serpentine is recognised as one of the leading art institutions in the world. In 2015, Rolls-Royce collaborated with the Galleries to present an exhibition by Ian Cheng, co-commissioning a new digital commission by the artist, entitled *Bad Corgi*. Cheng returned to the Serpentine to present his first solo UK exhibition in Spring 2018.

- Ends -

**Further information:**

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](http://www.press.rolls-roycemotorcars.com/). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](https://www.twitter.com/RollsRoyceMedia) and [Instagram](https://www.instagram.com/RollsRoyceMedia/)

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