**Rolls-Royce Motor Cars**

## Media Information

**CHINESE ARTIST YANG FUDONG TO JOIN**

**ROLLS-ROYCE ART PROGRAMME**

**14 July 2016, Goodwood**

## Rolls-Royce Motor Cars is delighted to welcome Chinese artist Yang Fudong to its Art Programme. The artist will create a new video work which will be launched at the Shanghai Center of Photography, Shanghai, late in 2016.

## Fudong (b. 1971), an award-winning Chinese filmmaker and photographer, will create a completely new artwork for the Programme, joining a host of internationally-renowned artists who, over recent years, have added to the fabric of the contemporary art world through collaborations with the marque. Fudong has exhibited in group and solo shows around the world including the Documenta 11, Kassel, Germany (2002) and two participations at the Venice Biennale.

The artwork will consist of a short movie based on a fable from the Chinese mythology about the virtues of perseverance and willpower. “I have had this idea in my mind for a long time,” states Fudong, “and I think it is perfect to finally realise it as part of this co-operation with Rolls-Royce.” In preparation of the short movie concept, Fudong visited the Home of Rolls-Royce in Goodwood, England, to experience the essence of the marque and witness the artisanal practices undertaken to create the ‘Best car in the world’.

Rolls-Royce and the world of art share a common philosophy. Patrons of the marque are afforded the true luxury of a blank canvas, on which they may express their own vision, creating motor cars that transcend their primary role as a means of conveyance, to become works of art themselves.

Rolls-Royce Motor Cars Regional Director for China, Leon Li, comments, “Yang Fudong is a Chinese artist who pairs his respect for traditional elements with the use of modern media. His ethos resonates with Rolls-Royce, expertly melding time-honoured skills with modern technology. To support an artist of such international stature is a truly inspiring venture and we await his new work with anticipation.”

The artwork will be on public display at the Shanghai Center of Photography (SCôP), located in Shanghai’s West Bund art area. “Over the past years, Shanghai has set its mark not only on the contemporary Chinese art landscape but the city has also developed itself as a global hub for contemporary art,” states Mr. Liu Heung Shing, founder of SCôP. “We have a long standing relationship with Yang Fudong and are excited that the new work will be launched at our museum in Shanghai.” The artwork will be exhibited at further locations throughout China in 2017.

Yang Fudong joins Emirati artist Mohammed Kazem and Indian artist Sudarshan Shetty as a member of the Rolls-Royce Art Programme for 2016.

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**Notes to editors:**

**About the Rolls-Royce Art Programme:**

Art and creative endeavour are at the heart of Rolls-Royce and its motor cars are commissioned for their aesthetic power. They are created out of the finest materials at the hands of skilled artisans who, in turn, produce rare, unique and ultimately beautiful motor cars. By creating an Art Programme, Rolls-Royce has formally acknowledged this unique shared ethos with the world of art.

The Art Programme comprises new works commissioned in situ, partnerships with leading organisations, art talks with emerging and established artists, art drives, art walks and art receptions around the world. It fosters creativity and enables artists to realise new projects and to explore new areas of their practice.

To date, Rolls-Royce has worked with leading international artists and key figures from the contemporary art world including: Isaac Julien, Ana Maria Tavares, Morgan Wong, Carlos Rolón/Dzine, Angela Bulloch, Ugo Rondinone, Michael Zavros, Regina Silveira and Will Cotton.

**About Yang Fudong:**

Yang Fudong was born in Beijing, China, in 1971. He is considered one of China's most well-known cinematographers and photographers. Yang Fudong held a number of solo shows in major institutions including Kunsthalle Zurich (2013) and Parasol Unit (2011), and participated in prestigious art events including Sharjah Biennale (2013), Venice Biennale (2003 and 2007) and Documenta XI (2002). The artist is currently represented by the two international galleries, Marion Godman (New York, Paris, London) and ShanghART Gallery (Shanghai, Beijing, Singapore). Yang Fudong works and lives in Shanghai.

**About Shanghai Center of Photography (SCôP):**

SCôP is a not-for-profit organisation; the first such accredited art institution dedicated to photography in China, and Shanghai’s premier museum for the photographic medium. SCôPwas founded in 2015 byLiu Heung Shing an accomplished photo-journalist and Pulitzer-prize winning photographer. He has also edited a number of books on Chinese photography, possessing a wealth of knowledge of both Chinese and Western photography. SCôP showcases International and Chinese photography in all its diverse applications.

**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://twitter.com/RollsRoyceMedia) and Instagram (@RollsRoyceMedia).

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