

Media Information  
July 21, 2017

## **World Premiere of BMW Open Work at Frieze London 2017.**

### **Olivia Erlanger to create Multimedia Artwork inspired by BMW technology.**

**London/Munich.** BMW and Frieze enhance their long-term partnership with a new artistic initiative to be premiered at Frieze London 2017. Curated by Attilia Fattori Franchini, BMW Open Work by Frieze brings together art, design and technology in pioneering multi-platform formats. The artist chosen to create the first BMW Open Work for Frieze London 2017 is New York-based artist Olivia Erlanger.

#### **The concept**

Curated by Attilia Fattori Franchini, BMW Open Work annually invites an artist to develop a visionary project that creates an immersive experience for the viewer. Drawing inspiration from BMW design, engineering and technology, the commissioned artists will consider current and future technologies as tools for innovation and artistic experimentation. Premiering annually at Frieze London, each artwork will have the potential to unfold across physical spaces, such as the fair's BMW Lounge and Courtesy Car Service, as well as digital platforms.

The initiative's title "Open Work" is inspired by Umberto Eco's literary essay "Opera Aperta" (1962) which proposes the idea that artworks are constituted in part by the public or by chance, and are therefore open to a wide range of interpretations.

Franchini has selected international artist Olivia Erlanger for the inaugural BMW Open Work commission.

Franchini said: "BMW Open Work offers artists the opportunity to engage with audiences in new and unexpected ways. The possibility of launching BMW Open Work with such a talented artist as Olivia Erlanger, whose project will observe the effect of technology on humans and nature, is absolutely thrilling."

"This is a great development of our partnership with BMW, and of BMW's long-standing commitment to and engagement with contemporary art. I am very happy we are able to launch this new initiative together that offers a unique opportunity to an artist and I look forward to seeing Olivia Erlanger's project at Frieze London in October", said Victoria Siddall, Director, Frieze Fairs.

Dr Nicolas Peter, Member of the Board of Management of BMW AG, said: "Offering BMW's technological knowledge and future-oriented topics as tools for an artist to create a visionary piece of art out of it is a fascinating idea. As with all our initiatives within BMW Group's cultural engagement, artistic freedom is essential to enable groundbreaking works, which is why we are extremely happy to have Attilia Fattori Franchini on board. We are excited to see how her overall vision will shape this project."

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**About the artist**

American artist Olivia Erlanger (born 1990) is the first artist to be commissioned for BMW Open Work. Known for her sculptures, Erlanger's work has been exhibited in a variety of solo and group shows. She recently coauthored "Hate Suburbia" with Luis Ortega Goveia, the second edition of which is forthcoming in Fall 2018. Titled „Body Electric“, her concept for BMW Open Work proposes an immersive, sensory exploration of natural phenomena and their relation to humankind's technological achievements.

“As humans begin a mutative synthesis with our machines, ‘Body Electric’ considers the changing relationship that we have to the environment, as our embodied experience of the ‘natural’ becomes increasingly mediated and distorted by objects of our own design“, Erlanger said of her creative approach. She is now beginning to develop and produce her commission for BMW Open Work, which will be premiered at Frieze London in October 2017.

For further information in the course of the project, please go to:

<https://frieze.com/bmw-open-work>

BMW has been partnering with Frieze since 2004. In 2012, they co-initiated the “Frieze Sounds” program. BMW Open Work builds upon this long-term collaboration.

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**About Frieze**

Frieze is the world's leading platform for modern and contemporary art for scholars, connoisseurs, collectors and the general public alike. Frieze comprises three magazines—frieze magazine, Frieze Masters Magazine and Frieze Week—and three international art fairs—Frieze London, Frieze Masters and Frieze New York. Additionally, Frieze organizes a program of special courses and lectures in London through Frieze Academy.

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Frieze was founded in 1991 by Matthew Slotover and Amanda Sharp, with the launch of *frieze*, the leading international magazine of contemporary art and culture. In 2003, Sharp and Slotover launched Frieze London art fair, which takes place each October in The Regent's Park, London. In 2012, they launched Frieze New York, which occurs each May in New York's Randall's Island Park, and Frieze Masters, which coincides with Frieze London in October and is dedicated to art from ancient to modern. Frieze fairs are sponsored by global lead partner Deutsche Bank.

**About Attilia Fattori Franchini**

Attilia Fattori Franchini is an independent curator and writer based in London. She is co-founder of the not for profit online platforms [bubblebyte.org](http://bubblebyte.org) and *Opening Times*. Attilia is currently working on *Curva Blu*, a residency project in Favignana, Sicily, and is co-curator of ARS17+ the online extension of the exhibition ARS17 currently at Kiasma, Museum of Contemporary Art, Helsinki.

Recent projects include: *Meshes of the Afternoon*, Roman Road, London, 2017; *Céu Torto*, Boatos Fine Arts, São Paulo, BR, February 2017; *Dawning*, Capitán Gallo, Mexico City, MX, February 2017; *Europa and the Bull at Lambda*, Lambda, Pristina, Kosovo, 2016, *Oa4s*, Temra and David in 4 parts, Sorbus, Helsinki, 2016; *Yves Scherer*, *Snow White and The Huntsman*, Mexico City, 2016; *Basic Instinct*, Seventeen, London, 2015; Guest Curator, Kuvat Academy of Fine Arts, Helsinki, 2015; *Bold Tendencias* 2015, London.

**About Olivia Erlanger**

Olivia Erlanger is a sculptor based in New York City. Recent projects include, a. or fifty thousand at 83 Pitt St. NY, *Dripping Tap* at Mathew, NY and *The Oily Actor* at *What Pipeline*, IL. Recent group shows include, *Wormwood* at Ellis King, Dublin, *Eric Schmid is an Idiot*, *Cave*, IL, *Other People's Things*, Brown University, RI, *Daydream* from 2013, CANADA, NY. Erlanger was recently a fellow at *IdeasCity* 2017 in Arles, France and a visiting artist at Brown University in 2016. She coauthored *Hate Suburbia* with Luis Ortega Govela, the second edition of which is forthcoming in Fall 2018. Coauthored with Ortega Govela, her forthcoming essay, *Born Goth* is included in *Harvard Design Magazine's* Summer 2017 issue. Erlanger and Govela are currently directing a documentary.

**About BMW Group's Cultural Commitment**

For almost 50 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on contemporary and modern art, classical music and jazz as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have co-operated with BMW. In 2016 and 2017, female artist Cao Fei from China and American John Baldessari created the next two vehicles for the BMW Art Car Collection. Besides co-initiatives, such as BMW Tate Live, the BMW Art Journey and the "Opera for All" concerts in Berlin, Munich and London, the company also partners with leading museums and art fairs as well as orchestras and opera houses around the world. The BMW Group takes absolute creative freedom in all its cultural activities – as this initiative is as essential for producing groundbreaking artistic work as it is for major innovations in a successful business.

Further information: [www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/culture/overview](http://www.bmwgroup.com/culture/overview)

Facebook: <https://www.facebook.com/BMWGroupCulture/>

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.



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In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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