

Media information
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For the first time ever a BMW Art Car will be shown in Dubai. See the latest model of this marvelous BMW collection at Art Dubai.

Dubai, UAE: In a major first for the region and Art Dubai, BMW Group Middle East and AGMC, the official BMW Group importer for Dubai, Sharjah and the Northern Emirates, will present a model of the spectacular BMW Art Car Collection at this year's international art fair.

As part of its partnership with Art Dubai, they will display the extraordinary BMW M3 Group A Race Version Art Car to aficionados of the art and automotive worlds at the Madinat Jumeirah, Dubai, from March 20-23.

Created by Australian artist Ken Done in 1989 and celebrating its 30-anniversary this year, the stunning BMW M3 is the 8th edition in the long-running series that pushes the boundaries of artistic endeavor using the vehicle as a platform for creativity. Done described being asked to add to the global BMW Art Car project as both a great compliment and a unique challenge on par with "playing Jack Nicklaus at golf or having a car race against Nelson Piquet".

Born in Sydney in 1940, the lively colours and brush strokes of Done's work show the typical scenes of his home – sublime landscapes, beaches, gardens and incredible animals.

The artist's vision for his BMW Art Car reflects the vitality, wild nature and bright optimism of his native Australia as well as the swift high-performance of the classic M3 model – the result perfectly defines pace, elegance and Australia's unmistakable natural world and its unique sense of style.

The bodywork of the BMW M3 is emblazoned with an abstract portrayal of parrots and parrot fish, which, as Done explains, symbolise speed and beauty. "I have painted parrots and parrot fish," said Done of his Art Car creation. "Both are beautiful and able to move at fantastic speeds. I wanted my BMW Art Car to express the same qualities."

BMW Group Middle East cemented its commitment to Dubai's expansive arts and culture landscape by signing a multi-year partnership deal with Art Dubai in 2018. The unveiling of a BMW Art Car at Art Dubai furthers the dialogue and relationship between BMW Middle East and UAE's burgeoning creative scene.

BMW Group Middle East

Corporate Communication

Launched in 1975, the BMW Art Car project has seen the storied automotive marque work with some of the world's most celebrated artists, who each expertly reimagined the way audiences view vehicles as more than simply a means of transport.

Over the years, influential figures such as Pop Art pioneers Andy Warhol, David Hockney and Roy Lichtenstein, as well as contemporary creatives like Jeff Koons have turned their exceptional talents to a BMW of their choice, with each car transformed into a statement of immense automotive power and artistic beauty.

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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. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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BMW Group Middle East

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About Art Dubai

Art Dubai is a leading international art fair as well as the world's leading platform for Contemporary and Modern art from the MENASA region.

Mirroring Dubai's position as a centre of trade and junction between different cultures, Art Dubai further acts as a place of discovery for art from centres that are usually omitted from the Western mainstream dialogue on art; in geographical terms referring to a region, which has recently become known as the 'Global South'.

Art Dubai promotes regional art and artists by featuring a unique mix of programming and commissioned works, often in partnership with other regional institutions. Redefining the role an art fair should play, Art Dubai cultivates an ecosystem for art, education and thought leadership beyond the commercial aspects of the fair. Two examples of this are the fair's critically acclaimed Global Art Forum, the largest arts conference in the Middle East and Asia, and Campus Art Dubai a one-of-a-kind educational programme in the UAE.

The fair further acts as a grassroots-type institution for art and art production through initiatives such as Residents, a programme-cum-gallery section for international artists, who are invited to the UAE for a 4-8 week residency to immerse themselves in the local scene.

Acting as a digital extension of Art Dubai's offering, Art Dubai Portraits is a commissioned film series profiling artists that are connected to the fair through its programming or participating galleries. This serves as a one-of-a-kind resource for curators and researchers working with art and artists from the region.

The fair is sponsored by Julius Baer and Piaget, with Madinat Jumeirah as the home of the event. The Dubai Culture & Arts Authority (Dubai Culture) is a strategic partner of Art Dubai and supports the fair's year-round education programme. BMW is the exclusive car partner of Art Dubai.

artdubai.ae

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