



Media Information  
13 February 2020

## **BMW M2 by FUTURA 2000: Three exclusive originals and a limited edition of the BMW M2 Competition.** **The eminent international contemporary artist FUTURA 2000 will design three unique originals and a limited edition of the BMW M2 Competition.**

**Munich.** BMW M as contemporary art – in the wake of the further development of BMW Individual, the BMW M GmbH will be presenting its latest collaboration: a multi-tiered project with eminent international contemporary artist FUTURA 2000; the partnership will debut at Frieze Los Angeles 2020. In this collaboration, FUTURA 2000, who is known for his mastery of color, concentric forms, and kinetic composition, will create three exclusive and unique versions of the BMW M2 Competition (combined fuel consumption: 10.0 l/100 km; combine CO<sub>2</sub> emissions: 227 g/km) in his unmistakable style, whilst also designing a limited-edition of the BMW M2 Competition which is scheduled for public purchase in June 2020. One of the hand-painted BMW M2 by FUTURA 2000 vehicles will celebrate its world premiere at the second Frieze Los Angeles—being held at the Paramount Pictures Studios in Hollywood from 13 to 16 February.

“The BMW M2 Competition is dynamic, extroverted and, to a certain degree, pleasantly provocative. I consider it a great honour to be able to add a special touch to this vehicle,” says FUTURA 2000. Markus Flasch, CEO BMW M GmbH, adds: “We are very proud of having been able to gain such an internationally well-known artist as FUTURA 2000 for the collaboration on the three unique one-offs of the BMW M2 Competition. I’m already looking forward very much to seeing how he transforms our M2 into the edition intended for our customers. With his unique, constructive and rebellious style, Futura is perfectly suited to a young and wild automobile such as the BMW M2 Competition.”

The artist will work extensively on the three unique versions of the BMW M2 by FUTURA 2000 both on the exterior and in the interior. The limited-production models will also bear his unique signature. The trim strips on the instrument panel and the centre console of each vehicle boast a special, individually created FUTURA 2000 design. The bi-coloured, Dakota leather M sports seats in black and ivory white feature polar blue contrast stitching. In addition, the interior package includes

\* specific parts are individually hand painted, the final look and layout can be slightly different than shown in the pictures.

The values are based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO<sub>2</sub> emissions, the CO<sub>2</sub> values may differ from the values stated here (depending on national legislation).



## Media Information

Date 13 February 2020  
Topic BMW M2 by FUTURA 2000: Three exclusive originals and a limited edition of the BMW M2 Competition.  
Page 2

an M Alcantara leather-clad sports steering wheel with a grey 12 o'clock marking and special door sill trims bearing the limited-edition number "1/500" and a Futura signature. From the outside, the BMW M2 Edition designed by FUTURA 2000\* is recognisable by the painted surfaces on the front and rear aprons and the side sills. Moreover, each car is fitted with 19-inch jet black light alloy wheels.

Frieze Los Angeles joined Frieze New York, Frieze London and Frieze Masters at the forefront of the international art fair calendar last year, celebrating Los Angeles' position as a global arts center and destination. The annual contemporary art fair features around 70 L.A.-based and international galleries, alongside a site-specific program of talks, music and commissioned artist projects organized in collaboration with leading curators. Frieze Los Angeles is led by Victoria Siddall, Director, Frieze Fairs, and Bettina Korek, Executive Director, Frieze Los Angeles.

In celebration of their long-term partnership, BMW partners with Frieze to present Frieze Music, co-curated by writer and curator Kevin McGarry and Hans Ulrich Obrist, Artistic Director, Serpentine Galleries London, in association with NeueHouse. The event will feature Moses Sumney, Caroline Polachek, Zsela as well as DJ Uwuqi and takes place on Friday, 14 February, at 9 p.m. at NeueHouse Hollywood.

Soho House and BMW i will host an art talk on Wednesday, 12 February, where contemporary artist FUTURA 2000 and rapper Lupe Fiasco will talk about "Sights and Sounds", moderated by writer Arty Nelson. As always, the joint event focusses on the fertile ground between art, innovation and design and is followed by a cocktail reception. As part of an ongoing collaboration, Soho House and BMW i have co-created an international program of events and experiences focusing on art, innovation and design throughout Soho House locations across the world.

FUTURA 2000, born Leonard Hilton McGurr, established himself as a pioneer when graffiti met the formal gallery ecosystem in the 1980s. He quickly became known for his radical approach in the street, introducing abstraction to an entirely letter based discipline, and found himself as part of a wider art movement that included the likes of Jean-Michel Basquiat, Keith Haring, Doni White, and Rammellzee. Aside from his decades long career as a contemporary artist, he has achieved great success as a commercial artist, being commissioned by the likes of several well-known brands.

\* specific parts are individually hand painted, the final look and layout can be slightly different than shown in the pictures.



## Media Information

Date 13 February 2020  
Topic BMW M2 by FUTURA 2000: Three exclusive originals and a limited edition of the BMW M2 Competition.  
Page 3

With the one-offs and the BMW M2 Edition designed by FUTURA 2000\*, the BMW M GmbH is setting trends both in the high-performance vehicle sector and the art scene alike. The BMW M2 Competition is a truly successful model for the BMW M GmbH. The high-performance athlete positioned in the premium compact class is powered by a dual-charged, straight six-cylinder with M TwinPower Turbo Technology and 302 kW (410 hp), and was again the best-selling BMW M automobile and most popular model in its segment in 2019. In the readers' voting for the "sportiest cars of 2019" held by the magazine "sport auto", the BMW M2 Competition asserted itself in the category "Coupes up to 75,000 Euros" and clinched the "sport auto" Award 2019 with 32.1 percent of the votes and clearly ahead of the competition.

\* specific parts are individually hand painted, the final look and layout can be slightly different than shown in the pictures.

The fuel consumption, CO<sub>2</sub> emission and electric power consumption figures are determined according to the European Regulation (EC) 2007/715 in the version applicable. The figures refer to a vehicle with basic configuration in Germany. The range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment, and may vary during configuration.

The values are based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO<sub>2</sub> emissions, the CO<sub>2</sub> values may differ from the values stated here (depending on national legislation).

Further information on official fuel consumption figures and specific CO<sub>2</sub> emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO<sub>2</sub>-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO<sub>2</sub> emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1. 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2>



### Media Information

Date 13 February 2020  
Topic BMW M2 by FUTURA 2000: Three exclusive originals and a limited edition of the BMW M2 Competition.  
Page 4

In case of queries, please contact:

#### **Corporate Communications**

Martin Schleypen, Product Communications BMW M  
Phone: +49-89-382-37889  
E-Mail: [Martin.Schleypen@bmwgroup.com](mailto:Martin.Schleypen@bmwgroup.com)

Eckhard Wannieck, Head of Product Communications BMW  
Phone: +49-89-382-28042  
E-Mail: [Eckhard.Wannieck@bmwgroup.com](mailto:Eckhard.Wannieck@bmwgroup.com)

Doris Fleischer, BMW Group Cultural Engagement  
Phone: +49-151-601-27806  
E-Mail: [Doris.Fleischer@bmw.de](mailto:Doris.Fleischer@bmw.de)

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-Mail: [presse@bmw.de](mailto:presse@bmw.de)

#### **About FUTURA 2000**

FUTURA 2000, born Leonard Hilton McGurr, became a pioneer when graffiti met the formal gallery ecosystem in the 1980s. Known for his radical approach in the street, he introduced abstraction to an entirely letter-based discipline. His work caught attention in the 1980s, and he found himself as part of a wider art movement that included the likes of Jean-Michel Basquiat, Keith Haring, and Dondi White. Entirely self-taught in what he calls “the subway school”, FUTURA 2000 has been compared to Kandinsky for his mastery of colour, concentric forms, and kinetic composition—and friends Basquiat, Kenny Scharf, and Rammellzee for his progressiveness and of-the moment dynamism.

Radical then, his methodology can now be viewed over a span of decades as something consummately pure. When compared to many street artists who have come along since its seminal moment in the 1980s New York, FUTURA 2000’s work still stands apart for its subtlety, use of white space, and elemental quality. Insight and proficiency have kept him relevant for 40+ years with no signs of slowing down. He has also achieved great success as a commercial artist, having collaborated with several well-known brands.

#### **About BMW Group Cultural Engagement**

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, Moscow and London, the company also partners with leading museums and art fairs as well as orchestras and opera houses around the world. As part of its art programme “Muse”, Rolls-Royce partners for the initiative “The Dream Commission” with two internationally esteemed art institutions. Together with Fondation Beyeler and Serpentine Galleries, emerging and established artists are invited to submit a moving-image work that delivers an immersive sensory experience. The artists are nominated and chosen by renowned personalities of the art world like Daniel, Birnbaum, Hans Ulrich Obrist, Cao Fei, and Theodora Vischer. BMW Group



### Media Information

Date 13 February 2020  
Topic BMW M2 by FUTURA 2000: Three exclusive originals and a limited edition of the BMW M2 Competition.  
Page 5

takes absolute creative freedom in all its cultural activities for granted – 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)

### 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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2,520,000 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmwgroup/>