

Media Information
August 12, 2021

Calder Foundation and BMW present: Calder BMW Art Car (Artist's Proof).

Artist's Proof on display at Neue Nationalgalerie, Berlin, for the opening of "Alexander Calder: Minimal / Maximal."

New York/Munich/Berlin. Calder Foundation and BMW are pleased to announce the presentation of the **Calder BMW Art Car (Artist's Proof)** for the opening day of "Alexander Calder: Minimal / Maximal" at the Neue Nationalgalerie in Berlin on August 22, 2021. Conceived by BMW Group Classic for the Calder Foundation, the Artist's Proof realizes Calder's dream of creating his own example of the first BMW Art Car, operating as the kinetic work of art that the artist intended.

Alexander S. C. Rower, grandson of the artist and president of the Calder Foundation, recalls, "I first encountered the BMW Art Car as a kid at the opening of my grandfather's far-ranging retrospective at the Whitney Museum in 1976. I asked him about the roar of its M49 engine, and he smiled and told me he wanted to make one for himself. He died just a few weeks later. Ever since, I have dreamed of realizing his wish to bring the car to life to experience its full glory in motion. I am thrilled that that day has finally come, and that the car will be activated for the opening of the Neue Nationalgalerie's 'Minimal / Maximal' exhibition, which highlights the key element of social activation so fundamental to Calder's work."

It is important to note that the Artist's Proof is not a replica, clone, copy, reproduction, facsimile, or 1:1 of the 1975 Calder BMW Art Car. Rather, it is the identical Artist's Proof that Calder was entitled to but was never realized until now. Meticulously built from an original BMW 3.0 CSL, the Artist's Proof will carry the same Vehicle Identification Number, with the suffix "AP" (227592/AP).

The story behind Calder's legendary BMW Art Car originated not in the automotive but rather the aeronautical sphere. In 1974, French auctioneer and racecar driver Hervé Poulain visited Calder at his studio in Saché, France, to propose translating the artist's recent collaboration with Braniff International Airways into the world of cars; Calder's painted DC-8-62 airplane, inaugurated in 1973, had been wildly successful. BMW and Poulain commissioned Calder to paint a design on a BMW to be raced at the 24 Heures du Mans in 1975. The result was a momentous collaboration that spurred an entire Art Car program at BMW—a prestigious, high-profile crossover with the art world. After Calder's Art Car was raced at Le Mans, it was subsequently exhibited at the artist's sprawling retrospective at the Whitney Museum of American Art in New York City in 1976, where it occupied a prominent place in the museum for the run of the exceptionally popular exhibition.

Poulain recalls, "It was a thrilling moment as a young driver to meet the great American artist Alexander Calder at his home in Saché. Racing what became the first in a storied tradition of prestigious Art Cars is a memory I will never forget. I am delighted that more people will now get to experience Calder's vision, thanks to this new Artist's Proof."

Corporate Communications

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The Calder Foundation and BMW Group Classic consulted with key members of the original team to realize this project, including not only Poulain but also Jochen Neerpasch, who was a key supporter of the BMW Art Car series from the beginning, and Walter Maurer, who did the technical painting of the Calder BMW Art Car in 1975 as well as of the Artist's Proof in 2021.

Following its debut in Berlin, the Calder BMW Art Car (Artist's Proof) will be presented at The Bridge in Bridgehampton, New York, on September 18, 2021. The Calder Foundation will subsequently lend Calder's Artist's Proof to exhibitions worldwide.

On the occasion of 50 years of its cultural engagement, BMW has recently joined forces with Acute Art to initiate a unique virtual exhibition. Since July 21 and for the first time ever, the BMW Art Car by Alexander Calder and the renowned BMW Art Car Collection are being exhibited in augmented reality (AR) via the free Acute Art app, marking the first time that the digital rolling sculptures are accessible to everyone around the world at any time.

Not only BMW Group Cultural Engagement but also the BMW 3.0 CSL celebrates its 50th anniversary in 2021. The BMW 3.0 CSL is not only a legend as a BMW Art Car. As a serial version, it was launched alongside the BMW 3.0 CSi in 1971 and was defined by the characteristics of its name: coupé, sport, lightweight. Produced in small series beginning in 1971, the lightweight coupés quickly became particularly important. The BMW 3.0 CSL was raced with the famous BMW Motorsport Works colors from 1973 on and triumphed six times in the European Touring Car Championship. The BMW 3.0 CSL is still one of the most iconic cars in the BMW automobile history.

Calder BMW Art Car (Artist's Proof), 1975 / 2021 on display:

Alexander Calder: Minimal / Maximal
Neue Nationalgalerie
Potsdamer Straße 50, 10785 Berlin
Sunday, August 22, 2021, from 10:00am–6:00pm

The Bridge
1180 Millstone Rd, Bridgehampton, NY 11932
Saturday, September 18–Sunday, September 19, 2021

For further questions please contact:

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About the Calder Foundation

The Calder Foundation, a nonprofit organization founded in 1987 by Alexander S. C. Rower, is dedicated to collecting, exhibiting, preserving, and interpreting the art and archives of Alexander Calder (1898–1976) and is charged with an unmatched collection of his works. The Foundation's projects include collaborating on exhibitions and publications, organizing and maintaining the Calder archives, examining works attributed to Calder, and cataloguing the artist's works. Its programming includes exhibitions, lectures, performances, and events on Calder as well as contemporary artists whose work the Foundation supports through its biennial Calder Prize and the Atelier Calder residency program in Saché, France.

Further information and a wide range of images and archival content can be found at calder.org

Instagram: [instagram.com/calderfoundation/](https://www.instagram.com/calderfoundation/)

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About the BMW Art Cars

For over 40 years, BMW Art Car Collection has fascinated art and design enthusiasts as well as lovers of cars and technology with its unique combination of fine art and innovative automobile technology. The first commissioned BMW Art Car by Alexander Calder was followed by examples by many other major international modern and contemporary artists – such as Roy Lichtenstein (1977, BMW 320i), Andy Warhol (1979, BMW M1), Robert Rauschenberg (1986, BMW 635 CSi), Esther Mahlangu (1991, BMW 525i), David Hockney (1995, BMW 850 CSi), Jenny Holzer (1999, BMW V12 LMR), Jeff Koons (2010, BMW M3GT2), Ólafur Elíasson (2007, BMW H2R), John Baldessari (2016, BMW M6 GTLM) and Cao Fei (2017, BMW M6 GT3). These “rolling sculptures” are a fascinating representation at the crossroads of motorsports and design, of art as well as technology.

Several cars from the BMW Art Car Collection are usually on display at the BMW Museum in Munich, the home of BMW Art Cars, as part of its permanent collection. The remaining BMW Art Cars travel

the globe – to art fairs as well as exhibitions and a selection of the BMW Art Cars is now also shown in augmented reality via the Acute Art app. The BMW Art Car Collection is by no means complete as it stands. The number of examples will continue to grow, adding artistic expressions to the collection.

Further information, images and footage material can be found at:

<https://www.artcar.bmwgroup.com/en/art-car/>

Celebrating 50 Years of BMW Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale BMW Art Cars Berlin Biennale Ólafur Eliásson Art Basel Max Hooper Schneider BMW Art Journey **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu Zaha Hadid Les Rencontres d'Arles Jeff Koons Acute Art Tate Modern **LONGEVITY** Artsy BMW Open Work by Frieze **PARTNERSHIP** Andy Warhol BMW Guggenheim Lab Lu Yang Samson Young Bavarian State Opera BMW Welt Jazz Award **CREATIVE FREEDOM** Tefaf **INTERACTION** State Academic Bolshoi Theatre of Russia Kyotographie Premio de Pintura Garage Museum of Contemporary Art Paris Photo **SUSTAINABILITY** Leelee Chan Art Dubai Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

Why Culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, sometimes even unsettling. As corporate citizen, the BMW Group takes social responsibility seriously, and as part of that, it has been involved in hundreds of cultural initiatives worldwide for half a century, through the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and is as essential a component of creating groundbreaking works as it is for major innovations within a business enterprise like ours.

Further information:

<https://www.bmwgroup.com/en/responsibility/gesellschaftliches-engagement/culture.html> and www.bmwgroup.com/overview

Facebook: <https://www.facebook.com/BMW-Group-Culture>

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

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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