

Media Information
July 13, 2015

‘Rencontres d'Arles’ presents BMW Residency winner Natasha Caruana. Announcement of Alinka Echeverria as awardee 2015.

Arles. BMW renews its partnership with the Rencontres d'Arles, the world's leading festival of photography, for the sixth consecutive year. At the festival, BMW gives young artists the chance to display their works from the BMW Residency in cooperation with Musée Nicéphore Niépce. Alongside the exhibition by 2014 resident Natasha Caruana, the new resident Alinka Echeverria was presented to the public for the first time.

Initiated in 2011, the BMW Residency arose from a mutual desire, shared by the museum and the brand, to develop contemporary photographic practices, and from ‘the shared desire to be led to new spaces for creative production’, as François Cheval, head curator of the Musée Nicéphore Niépce, says.

Serge Naudin, chairman of the executive board of BMW Group France, underlines the synergies between the work of photographers and car designers: “It is with the same freedom of creativity, the same attention and sense of detail that our designers and engineers conceive our cars, inventing each day the technological innovations of tomorrow. The rational research and technological requirements are channeled and combined with artistic emotion. It is this synergy which makes this photography partnership a natural fit for BMW France“

Natasha Caruana, winner of the 2014 BMW Residency, is a photographic artist living and working in London. A Senior Lecturer in Photography at the University for the Creative Arts, Farnham, UK, her work has been collected and shown internationally and has been included in numerous contemporary photographic catalogues.

The work shown at Arles titled “Coup de Foudre/ At First Sight” is inspired by Natasha’s own love at first sight experience when she first met her husband. The series attempts to understand the passion of love combining the theatricality of the moment love at first sight struck, scientific commentary, meteorology and the influence of Mother Nature upon the landscape. The exhibition brings together these multiple strands of research and builds a conversation between the science of “Coup de Foudre” (love at first sight) and people’s own experiences.

During the opening event in the presence of the Presidents of BMW Group France and Europe on past Wednesday, July 8th 2015, the winner of the 2015 BMW Residency was also announced. Alinka Echeverria was chosen after examining 105 applications, by a selection committee chaired by BMW and made up of leading figures from the world of photography.

Alinka Echeverria is a Mexican artist, born in 1981. In 2012 she was named “International photographer of the year” by the Lucie award, and received the Prix HSBC for photography in 2011. For the BMW Residency, she proposes to investigate how 'seeing' through photographic inventions such as the microscope,

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aerial, satellite, radiographic and 3D have made us understand ourselves better – physiologically/ scientifically/ philosophically - as an ever evolving visual species.

As previous residents, Alinka Echeverria will receive from BMW Group France a grant of €6,000, payment of her accommodation expenses during her three months residency at the Nicéphore Niépce Museum in autumn 2015 in Chalon-sur-Saône and the chance to stage exhibitions at the Rencontres d'Arles festival and the Paris Photo fair.

All residents get a publication produced by éditions Trocadéro for the BMW Art & Culture collection. The current book "Coup de Foudre / At first sight" is available at Rencontres d'Arles.

For questions please contact:

Dr. Thomas Girst
BMW Group Corporate and Governmental Affairs
Head of Cultural Engagement
Telephone: +49 89-382-24753
E-mail: Thomas.Girst@bmwgroup.com

Maryse Bataillard
BMW France
Corporate Communications
Telephone: +33 1-304-39323
Email: maryse.bataillard@bmw.fr

Emmanuelle Vieillard
Nicéphore Niépce Museum
Communication
Telephone: +33 3-854-81016
Email: communication.niepce@chalonsursaone.fr

About BMW's Cultural Commitment

For more than 40 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 modern and contemporary art, jazz and classical music 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, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York. The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview



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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, 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 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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