**Rolls-Royce**

## Media Information

**Rolls-royce PRESENTS THE HONG KONG PREMIERE OF ARTIST YANG FUDONG’S NEW WORK**

23 March 2017, Goodwood

*Click* [***here***](https://suttonpr.egnyte.com/fl/IbYeYoltvK)*to download images of Yang Fudong’s work for the Rolls-Royce Art Programme*

Yang Fudong’s film *Moving Mountains*, commissioned for the Rolls-Royce Art Programme, was today screened at AMC Pacific Place in Hong Kong, marking the premiere of the work outside China. The award-winning Chinese filmmaker’s work for the Art Programme was recently exhibited at the Shanghai Center of Photography (SCôP), and will be presented in Xi'an, China, in June 2017.

The 46-minute black-and-white film is based on the fable of the ‘foolish man’ from Chinese mythology, which focuses on the virtues of willpower and perseverance. The story takes place over the course of one day, with the figure of the ‘foolish man’ a central symbol who embodies the ideal of determination.

The Rolls-Royce Art Programme celebrates a shared philosophy with the world of contemporary art and is committed to fostering creativity. In preparation for the film concept, Yang visited the Home of Rolls-Royce in Goodwood, England, to experience the essence of the marque and witness the craftsmanship, design and engineering undertaken to create each Rolls-Royce motor car.

“I have had this idea in my mind for a long time,” stated Yang with regard to the commission, “And I think it is perfect to finally realise it as part of this collaboration with Rolls-Royce.”

Further details of the next presentation of *Moving Mountains* in Xi'an, China, taking place in June 2017, will be announced in due course.

The Art Programme’s legacy of enabling artists to create new projects and explore new areas of their practice will continue later this month when Rolls-Royce supports Mohammed Kazem, an Emirati artist who has previously worked in the mediums of video, performance and installation, and is producing a metal-based sculptural work for the first time. Kazem’s work for the Art Programme will be previewed in London on 30 March 2017 alongside a Bespoke Rolls-Royce motor car inspired by the sculpture, before being exhibited in Abu Dhabi later this year.

- Ends -

**Notes to Editors:**

**About the Rolls-Royce Art Programme**

Art and creative endeavour are at the heart of Rolls-Royce and its motor cars are commissioned for their aesthetic power. They are created out of the finest materials at the hands of skilled artisans who, in turn, produce rare, unique and ultimately beautiful automobiles. By creating an Art Programme, Rolls-Royce has formally acknowledged this unique shared ethos with the world of art.

The Art Programme comprises new works commissioned in situ, partnerships with leading organisations, art talks with emerging and established artists, art drives, art walks and art receptions around the world. It fosters creativity and enables artists to realise new projects and to explore new areas of their practice.

To date, Rolls-Royce has worked with leading international artists and key figures from the contemporary art world including: Yang Fudong, José Parlá, Sudarshan Shetty, Isaac Julien, Ana Maria Tavares, Morgan Wong, Carlos Rolón/Dzine, Angela Bulloch, Ugo Rondinone, Michael Zavros, Regina Silveira and Will Cotton.

**About Yang Fudong**

Yang Fudong, born in Beijing, China, in 1971, is one of China's most well-known cinematographers and photographers. He has held a number of solo shows in major institutions including Kunsthalle Zurich (2013) and Parasol Unit (2011), and participated in prestigious art events including: Sharjah Biennale (2013), Venice Biennale (2003 and 2007) and Documenta XI (2002). The artist is currently represented by the two international galleries, Marion Godman (New York, Paris, London) and ShanghART Gallery (Shanghai, Beijing, Singapore). Yang Fudong works and lives in Shanghai.

**Further information:**

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](http://www.press.rolls-roycemotorcars.com/). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](https://www.twitter.com/RollsRoyceMedia) and [Instagram](https://www.instagram.com/RollsRoyceMedia/)

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