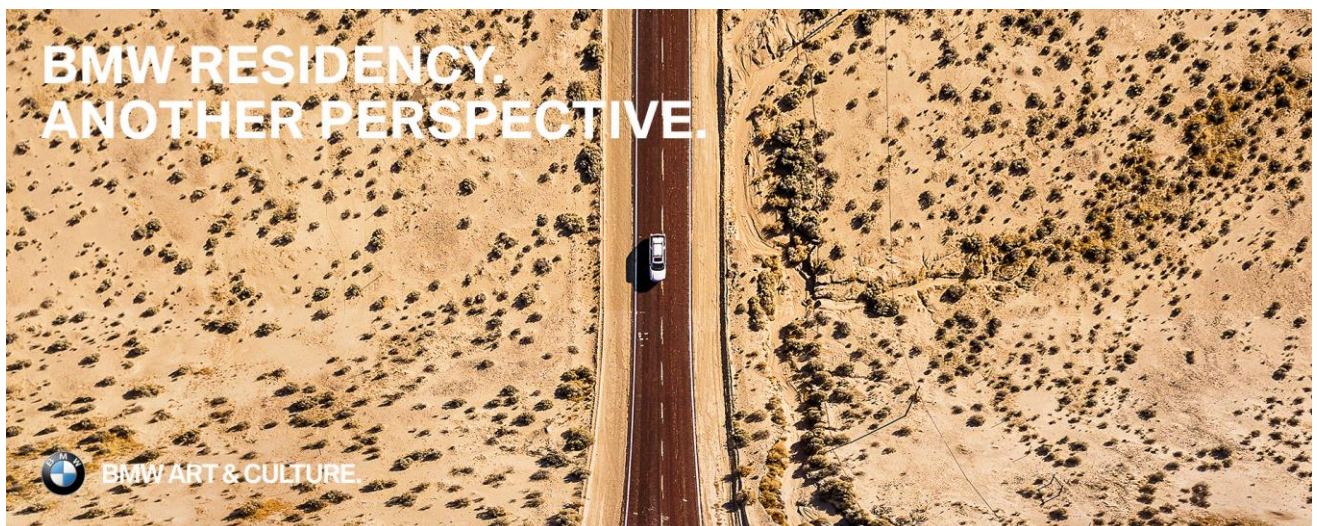


CP no.2620

December 13th, 2019

BMW Art & Culture announces the launch of its ninth call for applications for the BMW Residency at GOBELINS, School of Visual Arts.

- **A carte blanche for photographic innovation and transmission offered to contemporary talent.**
- **Applications accepted until March 29th, 2019.**
- **The jury will select the winner in June.**



Paris – Every year since 2011, BMW Art & Culture has given an artist the opportunity to produce a photography project in a three-month residency. The project is undertaken at the GOBELINS School of Visual Arts, which has been involved in the Residency for the past two years, following a six-year partnership with the Nicéphore Niépce Museum.

The BMW Residency results in the production of works created with the support of the artistic director, François Cheval and GOBELINS staff. A selection of works produced during the Residency will be exhibited at two major photography events for which BMW is a partner – the 2020 Rencontres d'Arles* (between the opening week in July and the end of August) and 2020 Paris Photo fair*.

Works produced during the BMW Residency will be presented in a book included published by éditions Trocadéro, in the BMW Art & Culture collection.

The BMW Residency will take place between September and December 2019.

Projects submitted by applicants for the BMW Residency must be meaningful with a focus on innovation and experimentation offering a fresh vision of our world in motion using technical, narrative, documentary, and comic techniques as required, and drawing on GOBELINS resources and François Cheval's expertise.

Projects must be original and exclusive to the BMW Residency and must not have been presented, even partially, at the time of application. Moreover, they must not be exhibited prior to the 2020 Rencontres d'Arles* or Paris Photo fair*.

The call for applications for the next residency will be available on the BMW and GOBELINS websites from December 13th, 2018:

www.bmw.fr/candidatures-residencebmw-2019

www.gobelins.fr/residencebmw2019

BMW offers the winner of the Residency a 8000 € grant, access to support from an artistic director and professionals with expertise in the fields of image, publishing and scenography, two dedicated exhibitions at the Rencontres d'Arles* and Paris Photo fair*, publication of a book sold in bookshops, and support with PR.

The artist is chosen by a selection committee based on his/her application submitted in response to the call for applications. The selection committee includes key figures from the world of photography.

A selection of works chosen jointly by the artist and the artistic director of the BMW Residency is produced in three batches:

- the first exhibition set is given to the artist
- the second batch is a selection of works given to BMW for its corporate collection
- the third batch, consisting of the image chosen for publicizing the winner's project, is given to GOBELINS

Applications should include a biography, a file presenting the artist's general approach, sets of completed works as well as a note of intent on the planned artistic project.

Ten photographers will be preselected. They will be asked to ensure that they are available for half a day for an interview with the jury and to present photographic prints and past work.

Candidates must submit their applications digitally on Pictor.com through the link:

<https://contests.pictor.io/bmw-residency-2019> by 11.59 pm CET on March 29th, 2019.

This call for applications can be downloaded from the following websites:

BMW Group France: <https://www.bmw.fr/candidatures-residencebmw-2019>

GOBELINS School of Visual Arts: <https://www.gobelins.fr/residencebmw2019>

The jury will meet in May to announce the winner. Shooting should be completed by the end of December and the deadline for production is March 1st, 2020.

*the events mentioned are not contractual and may be subject to change.



The BMW Group's commitment to culture.

On November 28, 2018, , the **BMW Group Cultural Engagement was awarded with the prestigious Corporate Art Award® in a ceremony hosted within the European Parliament**, for their "long-term engagement in hundreds of cultural initiatives worldwide.

The "Art Patrons of the XXI Century" awards recognizes institutions, corporations and private investors who actively contribute to the development of the arts and the society.

Maximilian Schöberl, Executive Vice President, BMW Group: "We are all honored and delighted to receive the Corporate Art Award 2018. The award acknowledges our sustainable and long-term cultural engagement. Together with the arts, we will explore new cooperations in the fields of technology and digitalization. Our cultural commitment is not about mere budgetary transactions as seen in traditional sponsorship, but rather about collaborative interactions based on curiosity, a shared interest and mutual appreciation."

Thomas Girst, head of cultural engagement, BMW Group: "Corporate Citizenship is a guiding principle of a company's value system. What can we return to a society which enables our business success? The Corporate Art Award also honors our know-how and network which we are encouraged to bring to the table every time we are engaging in a dialogue with artists or cultural institutions for the past 50 years."

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. The BMW Group takes absolute creative freedom in all its cultural activities – as this initiative is as essential for producing groundbreaking artistic work as it is for major innovations in a successful business.

BMW France and photography.

Daring to create and innovate has always been hard-wired into the BMW DNA.

BMW is a great believer in aesthetics and technological innovation. The car brand has chosen to support photography as an original, distinct art form and an invention that contributed to the advent of the modern age in much the same way as the automobile.

This commitment first came to fruition in the BMW Paris Photo Award for the 2003 Paris Photo fair. Awarded for 8 years, this prize became an international benchmark taking pride in the work of artists presented by galleries and contributing to the renewal of photographic language. BMW has been an official partner of the Paris Photo fair since then and a partner of the Rencontres d'Arles since 2009.

This commitment was reinforced in 2011 when the BMW Residency was set up. After six years of partnership with the Nicéphore Niépce Museum, BMW France reoriented the BMW Residency by entering a new partnership with the Gobelins School of Visual Arts in Paris to give winners access to an environment with a total emphasis on innovation, transmission, and new technologies.

This new phase of the BMW Residency chimes perfectly with the forward-looking vision of the hundred-year-old group, which is based on innovative concepts combining technology, design, and creativity. BMW supports contemporary creativity by giving the winner complete artistic freedom.

The school's innovative approach to education and experimentation, and the transfer of knowledge between experts, the prize winner, and students are the perfect illustration of the philosophy that BMW has set out for the future.

GOBELINS School of Visual Arts.

GOBELINS plays a central role in the creative industries, having established itself for over 50 years as the benchmark school for creative visual disciplines, covering the whole process from image design to production. As a member body of the Paris Region Chamber of Commerce and Industry, GOBELINS offers training in photography, print and multimedia communication, graphic design, interactive design, animation, and video game design. The school trains over 1,000 students every year, including 495 apprentices and 2,000 trainees in continuing education.

GOBELINS: “genuine experiences”

GOBELINS teaches students to “develop their own unique visual identity”! For over 50 years, its photography department has been passionately teaching students who go on to lead successful careers in creative photography. With its finger on the pulse of conceptual and technological developments in contemporary photography, GOBELINS trains photographers as ‘project managers’ through its 3-year program (a bachelor's degree at Level 6 under the European Qualifications Framework). It transforms them into professionals capable of shooting, printing, touching up photos, creating 3D images, and shooting and editing videos (short format). GOBELINS encourages knowledge transfer by offering its students workshops led by professional photographers such as Jean-François Bauret, Christophe Huet, Dominique Issermann, Payram, Paolo Roversi, and Cyrille Weiner.

Graduates of the school include the following famous photographers and rising stars: Raphaël Dallaporta whose work features in prestigious collections in France and worldwide - Sacha Goldberger, an advertising executive, artistic director, and photographer – Mathilde Fanet, winner of the 2018 Industrial Photography Award - Margaux Senlis, winner of the 2017 Marc Grosset Award - Pascale Arnaud, winner of the 2017 Picto Fashion Award - Laura Bonnefous, winner of the 2015 Picto Fashion Award with a talent grant - Charlotte Abramow, winner of the 2014 Picto Fashion Award and special distinction at the Photo Folio Awards at the Rencontres d'Arles for her book *Maurice, tristesse et rigolade* [Maurice, sadness and fun], - Fanny Viguier, winner of the 2012 SFR Young Talent Award, - Maia Flore, winner of the 2015 HSBC Photography Award, etc.

Past winners of the BMW Residency - 2011 to 2018

The BMW Residency has enabled work produced by past prize winners to be showcased to photography professionals and the wider public.

- **In 2011, Alexandra Catière** was the winner of the first edition of the BMW Residency at the Nicéphore Niépce Museum. This Belarusian artist is renowned for the delicacy and intelligence of her work, which successfully combines traditional and avant-garde techniques. The work she produced during her residency culminated in the series *Ici, par-delà les brumes* [Here, beyond the mist] in 2012, which was subsequently presented at the Moscow Museum of Modern Art and BMW Museum in Munich.



- **In 2012, BMW supported French photographer Marion Gronier** as she tackled a personal project on the human face. Her series Les Glorieux [The Glorious Ones] captures the moment when the human mask breaks down and the disembodied face empties itself of all expression.
- **In 2013**, the selection committee was unanimous in its decision to select the project by **Elise Mazac and Robert Drowilal**, which explores the imagery of the Wild Style in mass culture and its use in consumer society. The work produced during their residency was presented at the 2014 Rencontres d'Arles and Paris Photo fair. It was also exhibited at Paris Photo Los Angeles in 2015.
- **In 2014, Natasha Caruana**, a young British artist, devoted her time in the Residency to seeking the truth of "love at first sight". Over a three-month period, she took her inspiration from her own life and drew on popular myths and scientific surveys to get closer, through photography, to the truth of this eternally inexplicable phenomenon.
- **In 2015, Alinka Echeverría**, with her "Fieldnotes for Nicephora" project, examined the historic, technical and philosophical links between photography and ceramics. Her project took us into the museum's archives.
- **In 2016, Dune Varela**, produced work on landscape and its representation. Based on photographs of temples and caves taken from the archives of the Nicéphore Niépce Museum, the Internet, and her own photographs, she examined the fragility of photography as a medium through her project Toujours le soleil [Always the Sun].
- **In 2017, Baptiste Rabichon**, produced work on the theme of experimentation for his project En ville [In the City]. He built his message around the use of complex tools and manufacturing protocols combining new and traditional techniques. While wandering Paris, he took photographs of eight balconies, the only internal part of Parisians' apartments that they expose to the outside world. These key features of the work are completely transformed by the photographer, who has altered the images using various traditional and modern techniques.
- **In 2018**, the current resident, **Emeric Lhuisset**, was selected by the jury for a project concerning migration, its symbolic vision and symbolic dimension. His project smashes the taboo of immediacy and urgency and instead provides a photographic narrative over the course of people's lives.

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**BMW Group in France**

BMW Group has four locations in France: Montigny-le-Bretonneux (headoffice), Tigery (training center), Strasbourg (international PRA center) and Miramas (international technical test center). The BMW Group employs more than 5,000 employees in France with its commercial and financial subsidiaries as well as its exclusive distribution network. In 2017, BMW Group France registered 87,748 cars of the BMW and MINI brands and 16020 motorcycles and scooters of the BMW Motorrad brand.

The annual volume of BMW Group purchases from French equipment manufacturers and suppliers amounts to billions of Euro. Among the main suppliers are Dassault Systèmes, Faurecia, Michelin, Plastic Omnium, St Gobain and Valeo. The cooperation with PSA on 1.6-liter engines is a great success. As part of its electro-mobility strategy, BMW Group created the BMW i brand and introduced the revolutionary BMW i3 and BMW i8.

BMW Group France also pursues an active and permanent sponsorship policy with renowned cultural actors such as the Rencontres de la Photographie, Arles, Paris Photo and Gobelins, the school of visual Art where the BMW Residence is held for photography emerging. For more than 30 years, BMW Group France has been financing public utility projects through its Foundation under the auspices of the Fondation de France: currently road safety for young drivers. The social commitment of the BMW Group also comes with its partnerships in the French sport: French Golf Federation (FFG), and the French Rugby Federation (FFR) and the XV of France.

www.bmw.fr

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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 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 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 work force 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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