

Media Information  
February 12, 2019

## **BMW is official partner of Frieze Los Angeles. Frieze Music as part of BMW's manifold contribution to the inaugural edition of the fair.**

**Los Angeles.** From February 15 through February 17, the first edition of Frieze Los Angeles will open its doors at Paramount Pictures Studios in Hollywood, with a preview day on February 14, 2019. As one of the fair's long-term partners, BMW will not only provide a BMW 7 Series and a BMW i3 Shuttle service, transporting the fair's VIP guests, but also host Frieze Music and invite to the next Soho House & BMW i Art Talk.

Frieze Los Angeles will join Frieze New York, Frieze London and Frieze Masters at the forefront of the international art fair calendar, celebrating Los Angeles' position as a global arts center and destination. The new annual contemporary art fair will feature more than 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. Taking place in a bespoke structure designed by **Kulapat Yantrasast**, Frieze Los Angeles is led by **Victoria Siddall**, Director, Frieze Fairs, and **Bettina Korek**, Executive Director, Frieze Los Angeles. Joining them is curator of Frieze Talks and Frieze Music, **Hamza Walker**, Executive Director, LAXART, and curator **Ali Subotnick**, formerly of the Hammer Museum, who will commission Frieze Projects and Frieze Film.

### **Frieze Music**

In celebration of their long-term collaboration, BMW partners with Frieze to present Frieze Music, curated by **Hamza Walker** in collaboration with Blue Note Records and in association with NeueHouse. The event will feature Robert Glasper with Chris Dave, Derrick Hodge, Ambrose Akinmusire and DJ Jahi Sundance on **Saturday, February 16** at 9pm at NeueHouse Hollywood.

### **Soho House & BMW i Art Talk "My Favorite Space"**

Together with BMW i, Soho House West Hollywood will host a panel discussion on **Wednesday, February 13**, where **Kulapat Yantrasast**, founder and creative director of wHY, will be joined by artist **Thomas Demand** to talk about "My Favorite Space", moderated by **Jessica Kantor**. As always, the BMW 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.

### **Part Two of the BMW X7 Mural Tour with Spencer „MAR“ Guilbert**

After exploring the street art scene of Miami during Art Basel Miami Beach 2018 and leaving his mark with three new murals, Los Angeles-based street artist Spencer Mar Guilbert will continue the X7 mural tour in his hometown. He will both paint two new murals and will visit existing murals by artists who are an inspiration to him. The murals are located across West Hollywood, Santa Monica and Venice Beach.



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The BMW X7 Mural Tour with Spencer „MAR“ Guilburt will be shared on the social media channels of the artist, BMW and is a collaboration with the Urban Art Group.

<https://www.instagram.com/bmwgroupculture/>  
[https://www.instagram.com/this\\_means/](https://www.instagram.com/this_means/)

During Frieze Los Angeles the 4<sup>th</sup> BMW Art Journey artist Max Hooper Schneider will be part of Frieze Projects, a site-specific program of artists commissions, by local and internal artists, presented by independent curator Ali Subotnick.

Besides Frieze Music during Frieze Los Angeles, BMW and Frieze enabled the artistic initiative **BMW Open Work by Frieze**, which takes place annually in London. Curated by Attilia Fattori Franchini the project brings together art, design and technology in pioneering multi-platform formats. The artists chosen to create BMW Open Work for Frieze London were Olivia Erlanger in 2017 and Sam Lewitt in 2018. The next BMW Open Work artist will be announced this September.

In addition to its commitment to Frieze, BMW has been an active partner of renowned international art fairs including Art Basel Hong Kong, Miami and Basel, Paris Photo, Gallery Weekend Berlin, Kyotography and TEFAF Maastricht for over a decade. BMW Group also is a partner of internationally acclaimed museums including the Tate Modern in London and a supporter of young talents with initiatives such as BMW Art Journey or Preis der Nationalgalerie.

**For further questions please contact:**

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**About Frieze**

Frieze is the world's leading platform for modern and contemporary art for scholars, connoisseurs, collectors and the general public alike. Frieze comprises three magazines - *frieze*, *Frieze Masters Magazine* and *Frieze Week* - and four international art fairs - *Frieze London*, *Frieze Masters*, *Frieze New York* and *Frieze Los Angeles*. Additionally, Frieze organizes a program of special courses and lectures in London through Frieze Academy.

Frieze was founded in 1991 by Matthew Slotover and Amanda Sharp, with the launch of *frieze* magazine, the leading international magazine of contemporary art and culture. In 2003, Sharp and Slotover launched *Frieze London* art fair, which takes place each October in The Regent's Park, London. In 2012, they launched *Frieze New York*, which occurs each May in Randall's Island Park, and *Frieze Masters*, which coincides with *Frieze London* in October and is dedicated to art from ancient to modern. In 2018, Frieze announced the launch of *Frieze Los Angeles*, which will open February 14–17, 2019 at Paramount Pictures Studios, Los Angeles. In 2016 Frieze entered into a strategic partnership with Endeavor (formerly WME | IMG), a global leader in sport, entertainment and fashion.

**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. 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.

Further information: [www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/culture/overview](http://www.bmwgroup.com/culture/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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 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 workforce 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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