



Media Information
29 January 2020

BMW meets FUTURA 2000: Three exclusive originals and a limited edition of the BMW M2 Competition. **At the Frieze Los Angeles art fair, BMW M will be presenting a comprehensive collaboration with iconic international contemporary artist FUTURA 2000.**

Munich. In the wake of the further development of BMW Individual, BMW M GmbH will be presenting its latest collaboration, a multi-tiered project with eminent international contemporary artist FUTURA 2000. The partnership will debut at Frieze Los Angeles 2020. In this collaboration, FUTURA 2000, who is known for his mastery of colour, concentric forms, and kinetic composition, will create three exclusive and unique versions of the BMW M2 Competition (combined fuel consumption: 10.0 l/100 km; combined CO₂ emissions: 227 g/km) in his unmistakable style, whilst also designing a limited-edition series of the BMW M2 Competition which is scheduled for public purchase in June 2020. One of the hand-painted BMW M2 by Futura vehicles will celebrate its world premiere at the second Frieze Los Angeles – being held at the Paramount Pictures Studios in Hollywood from 13 to 16 February.

FUTURA 2000, born Leonard Hilton McGurr, established himself as a pioneer when graffiti met the formal gallery ecosystem in the 1980s. He quickly became known for his radical approach on the street, introducing abstraction to an entirely letter based discipline, and found himself part of a wider art movement that included the likes of Jean-Michel Basquiat, Keith Haring, and Dondi White. Aside from his decades-long career as a contemporary artist, he has achieved great success as a commercial artist, collaborating with several well-known brands.

With the unique BMW M2 by Futura and the BMW M2 Edition Futura, BMW M GmbH is setting trends both in the high-performance vehicle sector and the art scene.

The fuel consumption, CO₂ emission and electric power consumption figures are determined according to the European Regulation (EC) 2007/715 in the version applicable. The figures refer to a vehicle with basic configuration in Germany. The range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment, and may vary during configuration.

The values are based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions, the CO₂ values may differ from the values stated here (depending on national legislation).

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1. 73760 Ostfildern-Schramhausen and at <https://www.dat.de/co2/>.



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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. As part of its art programme "Muse", Rolls-Royce partners for the initiative "The Dream Commission" with two internationally esteemed art institutions. Together with Fondation Beyeler and Serpentine Galleries, emerging and established artists are invited to submit a moving-image work that delivers an immersive sensory experience. The artists are nominated and chosen by renowned personalities of the art world like Daniel, Birnbaum, Hans Ulrich Obrist, Cao Fei, and Theodora Vischer. BMW Group takes absolute creative freedom in all its cultural activities for granted – 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 and www.bmwgroup.com/culture/overview

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 2019, the BMW Group sold over 2,520,000 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.



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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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About FUTURA 2000

FUTURA 2000, born Leonard Hilton McGurr, became a pioneer when graffiti met the formal gallery ecosystem in the 1980s. Known for his radical approach in the street, he introduced abstraction to an entirely letter-based discipline. His work caught attention in the 1980s, and he found himself as part of a wider art movement that included the likes of Jean-Michel Basquiat, Keith Haring, and Dondi White. Entirely self-taught in what he calls “the subway school”, FUTURA 2000 has been compared to Kandinsky for his mastery of colour, concentric forms, and kinetic composition—and friends Basquiat, Kenny Scharf, and Rammellzee for his progressiveness and of-the-moment dynamism.

Radical then, his methodology can now be viewed over a span of decades as something consummately pure. When compared to many street artists who have come along since its seminal moment in the 1980s New York, FUTURA 2000’s work still stands apart for its subtlety, use of white space, and elemental quality. Insight and proficiency have kept him relevant for 40+ years with no signs of slowing down. He has also achieved great success as a commercial artist, having collaborated with several well-known brands.