

Media Information

July 29, 2022

BMW ART MAKERS: new support for emerging artists and women photographers.

BMW is patron of Rencontres d'Arles for 13 consecutive years.

Munich/Arles. BMW presents the first edition of BMW ART MAKERS in cooperation with Rencontres d'Arles, the leading festival for photography: winning duo of the program **artist Arash Hanaei and curator Morad Montazami** exhibit their project **"Suburban Hauntology"**.

- The exhibition will be presented for the first time at Cloître Saint-Trophime, Arles, from July 4 to September 25, 2022.
- As a Major Partner of Rencontres d'Arles for 13 consecutive years, BMW:
 - patrons the festival to contribute to its international renown
 - provides a fleet of electrified cars for the artists and VIPs of the festival
 - produces and exhibits the work of the BMW ART MAKERS winners.
- BMW has also been partnering with the Prix de la Photo Madame Figaro - Arles, since its creation, to support women photographers.

Supporting a duo formed by an emerging artist and a curator, offering them research and production support and visibility to professionals and the general public, is at the heart of the BMW ART MAKERS program, which presents this year: "Suburban Hauntology" by the artist Arash Hanaei and the curator Morad Montazami, first winning duo of BMW ART MAKERS.

The installation **"Suburban Hauntology"** proposes to rethink our relationship to forms of utopian architecture from the 1960-70s, and the peripheral ecosystems of the suburbs that welcome them, by immersing them in the virtual world of the Metaverse and augmented reality. According to the duo, it is "an innovative installation project, looking at poetics and politics of spectatorship and its emancipation in an era of image capture, big data and algorithmic warfare".

This work is made up of still and moving computer images, evoking the digital culture through which architectural ghosts pass of suburban architecture from the 1960-70s, that we no longer watch, but which is part of our unconscious. Destined to be destroyed, this architecture is gradually being erased from the suburban memory in favor of a post-internet memory

Media Information

Date July 29, 2022

Subject BMW ART MAKERS: new support for emerging artists and women photographers.

Page 2

proposing new modalities and "forms of life". Moreover, the Metaverse claims an "augmented" archaeology of the forms of the past, it thus finds a speculative double, a ghost mirror of its standardized landscapes in the suburban space; and the suburbs find in the Metaverse a time machine, the unexpected, perhaps indecipherable extension of its vanished utopias.

The project will be exhibited for the first time at Rencontres d'Arles,
Cloître Saint-Trophime, place de la République, Arles
From July 4 to September 25, 2022.

With the support of BenQ France - UHD LQ953ST laser projector

Official visit for press with Christoph Wiesner, Director of Les Rencontres d'Arles: Thursday July 7, 2022 at 3pm

About BMW ART MAKERS

BMW ART MAKERS is a program supporting experimental and visual art to see differently. Dedicated to emerging creation in the field of visual arts and contemporary image-making, the BMW ART MAKERS program offers a grant to an artist-curator duo – €10.000 to the artist and €8.000 to the curator - as well as a budget for research and production, leading to the completion of a visual art project.

Two brains are better than one. This partnership draws on the strength of a strong, like-minded duo to generate the trust and competitive spirit required for completing a major project from the initial idea to the end work. The curator is just as important as the artist in terms of implementing an artistic project and ensuring a concrete piece of work results from it. Alongside the artist, the curator will perform the role of artistic director, scenographer, and designer, ensuring that the project is completed to the artistic standards, time frame and budget specified in the call for applications.

"The human-machine relationship, creativity and innovation, support and commitment are all key BMW Group values. In these unpredictable times, the BMW ART MAKERS program speaks for itself: this artist-curator duo opens an emotional conversation with our society and takes an alternative look through experimentation. We can't wait to see the implementation of Arash Hanaei and Morad Montazami's project on the post-urban and post-internet

Media Information

Date July 29, 2022

Subject BMW ART MAKERS: new support for emerging artists and women photographers.

Page 3

era this summer in Arles", says **Maryse Bataillard, Head of Corporate Communication and CSR, BMW Group France, BMW Group France.**

Arash Hanaei and **Morad Montazami** state: "As winners of the 2022 BMW ART MAKERS program, we are honored by the trust placed in us to successfully create an innovative installation that proposes poetry and a visual policy that considers the spectator's emancipation, in an era of image 'capture', big data and algorithmic warfare, we are excited to present it in Arles".

BMW is committed to female talents by supporting the Prix de la Photo Madame Figaro - Arles since its creation.

Diversity, and of course women, are the key to success, to the enrichment of society, to innovative and committed visions. Through their inventions, technical innovations, audacity and impressive successes behind the wheel, women have made a significant contribution to automotive fascination throughout history. Partner since the creation of the prize in 2016, BMW Group is committed to bringing them back to light in the automotive industry as well as in all the creative and societal fields it supports, including photography.

If you have any questions, please contact:

Maryse Bataillard
Chef du service Communication Corporate
Telephone: + 33 1 30 03 19 41
Email: maryse.bataillard@bmw.fr

Prof. Dr Thomas Girst
Head of BMW Group Cultural Engagement
Telephone: +49 89 382 24753
Email: Thomas.Girst@bmwgroup.com

www.press.bmwgroup.com/global

E-Mail: presse@bmw.de

Media Information

Date July 29, 2022

Subject BMW ART MAKERS: new support for emerging artists and women photographers.

Page 4

About Arash Hanaei

Born in 1978 in Téhéran, Iran. Lives and works in Paris, France. After growing up and studying in Tehran, Hanaei developed a practice that combines several techniques and media. His work gradually shifted from documentary practices to inter-media speculations and post-internet strategies.

Morad Montazami

Born in 1981 in Paris, France. Lives and works in Paris, France. Morad Montazami is an art historian, editor, and exhibition curator. After a period at the Tate Modern in London from 2014 to 2019 as curator specializing on the "Middle East and North Africa", he developed the editorial and curating platform Zamân Books & Curating which studies and promotes Arab, African, and Asian modernity's.

BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale BMW Art Cars Berlin Biennale Ólafur Eliásson Art Basel Max Hooper Schneider BMW Art Journey **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu Zaha Hadid Les Rencontres d'Arles Jeff Koons Acute Art Tate Modern **LONGEVITY** Artsy BMW Open Work by Frieze **PARTNERSHIP** Andy Warhol BMW Guggenheim Lab Lu Yang Samson Young Bavarian State Opera BMW Welt Jazz Award **CREATIVE FREEDOM** Tefaf **INTERACTION** State Academic Bolshoi Theatre of Russia Kyotographie Premio de Pintura Garage Museum of Contemporary Art Paris Photo **SUSTAINABILITY** Leelee Chan Art Dubai Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

Why Culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, even unsettling sometimes. As corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been involved in hundreds of cultural initiatives worldwide for over half a century, both in the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and as essential for groundbreaking works as it is for major innovations within a business enterprise like ours.

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

Facebook: www.facebook.com/BMW-Group-Culture

Instagram: www.instagram.com/bmwgroupculture/

@bmwgroupculture

#BMWGroupCulture

#drivenbydiversity

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>

Corporate Communications**Media Information**

Date July 29, 2022

Subject BMW ART MAKERS: new support for emerging artists and women photographers.

Page 5

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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

www.bmwgroup.comFacebook: <http://www.facebook.com/BMWGroup>Twitter: <http://twitter.com/BMWGroup>YouTube: <http://www.youtube.com/BMWGroupView>Instagram: <https://www.instagram.com/bmwgroup>LinkedIn: <https://www.linkedin.com/company/bmw-group/>