

Media Information

October 16, 2024

BMW i5 Flow NOSTOKANA at Contemporary Istanbul.

First display following its premiere at Frieze Los Angeles.

Munich/Istanbul. BMW, distributed by Borusan Otomotiv in Türkiye, is exhibiting the BMW i5 Flow NOSTOKANA at the 19th edition of Contemporary Istanbul, open for General Admission between October 24-27th, 2024, with a Preview Day on October 23rd. The installation, which had its world premiere at the Frieze Los Angeles art fair, will be on view for art enthusiasts at Tersane Istanbul.

The BMW i5 Flow NOSTOKANA combines the innovative color-changing technology developed by BMW with the traditional art of renowned South African artist Esther Mahlangu. The first woman and the first African artist to participate in the BMW Art Car project, Mahlangu's signature colors and patterns are generated in constantly changing compositions on the surface of the vehicle through sections of attached film that can be electronically animated. This technology transforms the BMW i5 Flow NOSTOKANA from just a vehicle into a dynamic work of art.

The BMW i5 Flow NOSTOKANA uses the BMW Group's latest color-changing technology. The E Ink film technology, which is sensitive to electrical charges, enables the surface of the vehicle to display a variety of ever-changing colors. This technology expands Mahlangu's art with a dynamic dimension, offering viewers a continuously evolving visual experience. Inspired by Mahlangu during the idea phase, Dr. Stella Clarke, Research Engineer Open Innovations at the BMW Group and the implementer of E Ink technology, brought the concept of a color-changing car to life and was working with the artist on the project.

This visual experience is accompanied by a sound performance composed by Renzo Vitale, BMW Group's Creative Director for Sound. Vitale incorporates sounds from Mahlangu's homeland culture and the sounds from feather brushes she uses for painting to create a soundscape in harmony with the visuality of the work. Thus, the BMW i5 Flow NOSTOKANA stands out as an installation that appeals to both the visual and auditory senses.

This project once again demonstrates the importance that BMW places on art and technology. The BMW i5 Flow NOSTOKANA offers a unique experience that will appeal to both art lovers and technology enthusiasts alike.

Borusan Otomotiv CEO Hakan Tiftik stated that BMW, distributed by Borusan Otomotiv in Türkiye, has been a long-standing supporter of Contemporary Istanbul, one

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of the leading contemporary art events in the country. Tiftik said, "Borusan Group, the parent company of Borusan Otomotiv, has been a prominent follower and supporter of cultural and artistic events since its foundation. The owner of Borusan Contemporary Art Collection, one of the foremost collections in Türkiye, Borusan Group continues its activities in the field of contemporary art under the roof of "Borusan Contemporary" at the Perili Köşk building, the headquarters of Borusan Holding. We are excited to participate in this year's Contemporary Istanbul with the BMW i5 Flow NOSTOKANA, which reflects the BMW brand's commitment to supporting numerous events across various art disciplines. Featuring Esther Mahlangu's original art, the BMW i5 Flow NOSTOKANA, showcases one of the most advanced color-changing technologies to automotive and art enthusiasts. We are also pleased to welcome the implementer of this technology, Dr. Stella Clarke, who worked with Mahlangu on the project, in Istanbul."

"The Electric AI Canvas" was the highlight of last year's fair

Bringing together world-renowned artists and original works with art enthusiasts at Contemporary Istanbul, BMW Türkiye showcased the all-electric new BMW i5 model with the "The Electric AI Canvas" installation last year. Inspired by the new BMW i5, "The Electric AI Canvas" was designed with custom artificial intelligence generated animations, created using AI models trained with a dataset of works from renowned contemporary artists. Esther Mahlangu was among the artists involved in transforming the new BMW i5 into a work of art.

About Esther Mahlangu

[Esther Mahlangu](#) is a highly regarded artist known for reinterpreting traditional South African Ndebele art and culture in modern forms. In 1991, she became the first woman and the first African artist to participate in the BMW Art Car Project, designing the BMW 525i. Mahlangu's vibrant and geometric patterns are combined with innovative color-changing technology in the BMW i5 Flow NOSTOKANA, creating a work of contemporary art that will be remembered for years to come.

For questions please contact:

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State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
BMW Art Cars Ólafur Elíasson Art Basel Max Hooper Schneider Städel Invites Frank Stella
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Paris Photo Leelee Chan Art Dubai **SUSTAINABILITY** BMW Photo Award Leipzig
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 a 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, in the fields of contemporary art, music and film 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/overviewInstagram: [@BMWGroupCulture](https://www.instagram.com/BMWGroupCulture)

#BMWGroupCulture

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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action, from the supply chain through production to the end of the use phase of all products.

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