

Media Information

March 26, 2025

20th BMW Art Car at Art Basel Hong Kong 2025.

BMW showcases Julie Mehretu's Art Car as part of the BMW Art Car World Tour.

Munich/Hong Kong. Following its global debut in 2024, the BMW Group is proud to present the 20th BMW Art Car, designed by internationally renowned artist Julie Mehretu, at this year's edition of Art Basel Hong Kong. The showcase is part of the ongoing BMW Art Car World Tour, celebrating 50 years of the iconic "rolling sculptures" that unite art, design, and innovation. The 20th BMW Art Car will be on view at Art Basel Hong Kong alongside a display of miniature BMW Art Cars from across the past 50 years, with designs by artists including Roy Lichtenstein, Andy Warhol, Robert Rauschenberg, Jenny Holzer, and Jeff Koons, on the occasion of this milestone anniversary. As a global partner of Art Basel, BMW continues its longstanding support for the fair's VIP car service.

The BMW M Hybrid V8 Art Car, designed by Mehretu, has already captivated audiences worldwide with its bold and dynamic aesthetic. Deconstructing and reconstructing her large-scale painting "Everywhen" (2021–2023), the design incorporates digitally altered photographic layers, vibrant neon colours, and Mehretu's signature black gestural marks. Using advanced 3D mapping technology, the car reflects a powerful fusion of art and high-performance engineering. Having competed at the legendary 24 Hours of Le Mans in 2024, the Art Car continues to make an impact both on the racetrack and in the art world.

Julie Mehretu describes her vision: "Working on the BMW Art Car has allowed me to explore new dimensions of movement, space, and time. This car is not just an artwork; I call it a performative painting that reaches its full expression on the racetrack."

"The 20th BMW Art Car perfectly encapsulates the powerful symbiosis of art, technology, and design. And for over 50 years, the BMW Art Car Collection has inspired creativity, innovation, and dialogue amongst a broader global audience of art and car enthusiasts," says **Raymond Tan**, Managing Director, BMW Hong Kong Services Limited.

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The BMW Art Car World Tour.

Art Basel Hong Kong marks one of many global stops for the BMW Art Car World Tour, which spans 2025 and 2026. The tour highlights the brand's long-standing commitment to the intersection of art and mobility, with planned appearances at major events such as Taipei Dangdai, Market Art Fair, Concorso d'Eleganza, and other cultural landmarks, including automotive museums and classic car festivals. Please find the complete press release with further press material for download [here](#).

African Film and Media Arts Collective.

In conjunction with the Art Car exhibition, BMW and Julie Mehretu together with producer Mehret Mandefro are launching the African Film and Media Arts Collective. These workshops, hosted in 2025 across cities such as Dakar, Lagos, and Cape Town, aim to foster creativity and collaboration among young African artists and filmmakers. The results of these workshops will be displayed alongside the 20th BMW Art Car at the Zeitz Museum of Contemporary Art Africa (Zeitz MOCAA) in Cape Town in 2026.

The BMW Art Car Collection.

Renowned artists from all over the world have participated in the BMW Art Car program since 1975. The initiative came from the French racing driver and art lover Hervé Poulain, who, together with the then BMW Head of Motorsport Jochen Neerpasch, asked his artist friend Alexander Calder to paint a car. The result was a BMW 3.0 CSL, which competed in the 24 Hours of Le Mans in 1975 and became a crowd favourite.

This was the birth of the BMW Art Car Collection. In the years that followed, renowned artists such as Frank Stella, Roy Lichtenstein, Andy Warhol, Robert Rauschenberg, Esther Mahlangu, David Hockney, Jenny Holzer, Ólafur Elíasson and Jeff Koons enriched the collection with further BMW Art Cars, each in their own individual style. Most recently, the Chinese multimedia artist Cao Fei and American conceptual artist John Baldessari each presented a BMW Art Car based on the BMW M6 GT3 and GTLM respectively in 2016 and 2017. The BMW Art Cars are not only shown at

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their home, the BMW Museum in Munich, but are also on tour around the world as part of international exhibitions.

The BMW Group's Cultural Engagement, with exclusive updates and deeper insights into its global initiatives can be followed on Instagram at [@BMWGroupCulture](https://www.instagram.com/BMWGroupCulture).

Experience the 20th BMW Art Car at Art Basel Hong Kong

March 28–30, 2025

BMW Lounge at Hong Kong Convention and Exhibition Centre (HKCEC)

Level 3 Concourse (Near Entrance 3D)

1 Harbour Road, Wan Chai, Hong Kong SAR, China

If you have any questions, please contact:

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About Art Basel

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, Hong Kong, and Paris. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel's engagement has expanded beyond art fairs through new digital platforms and initiatives such as The Art Basel and UBS Global Art Market Report and The Art Basel Shop. For further information, please visit artbasel.com.

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Julie Mehretu is a world-renowned American painter. She was born in Addis Ababa, capital of Ethiopia, in 1970. Together with her family she moved to the U.S. at the age of seven. She lives and works in New York City and Berlin. Mehretu's practice in painting, drawing and printmaking engages the viewer in a dynamic visual articulation of contemporary experience, a depiction of social behaviour and the psychogeography of space by exploring palimpsests of history, from geological time to a modern-day phenomenology of the social. Mehretu received her Bachelor's degree from the Kalamazoo College in Michigan, spent a year abroad at Cheikh Anta Diop University in Dakar, Senegal, and completed her Master of Fine Art degree with honours from The Rhode Island School of Design in 1997. Mehretu has received numerous awards, including The MacArthur Award (2005), The Berlin Prize: Guna S. Mundheim Fellowship at The American Academy in Berlin (2007) and the U.S. Department of State Medal of Arts Award (2015). A midcareer survey of Mehretu's work recently toured at LACMA (Los Angeles), High Museum (Atlanta) The Whitney Museum of American Art (New York) and The Walker Museum of Art (Minneapolis) from 2019 to 2023. Her largest European solo exhibition to date entitled "Ensemble" ran from March 17, 2024 to January 6, 2025 at Palazzo Grassi in Venice. Mehretu is a member of the American Academy of Arts and Letters, the American Academy of Arts and Sciences and The National Academy of Design. Her global representative is Marian Goodman Gallery. She also exhibits with White Cube, London, and Carlier Gebauer, Berlin.

BMW Art Car Collection

1. Alexander Calder / BMW 3.0 CSL / 1975
2. Frank Stella / BMW 3.0 CSL / 1976
3. Roy Lichtenstein / BMW 320i Turbo / 1977
4. Andy Warhol / BMW M1 / 1979
5. Ernst Fuchs / BMW 635 CSi / 1982
6. Robert Rauschenberg / BMW 635 CSi / 1986
7. Michael Jagamara Nelson / BMW M3 Group A / 1989
8. Ken Done / BMW M3 Group A / 1989
9. Matazo Kayama / BMW 535i / 1990
10. César Manrique / BMW 730i / 1990
11. A.R. Penck / BMW Z1 / 1991
12. Esther Mahlangu / BMW 525i / 1991
13. Sandro Chia / BMW M3 GTR / 1992
14. David Hockney / BMW 850 CSi / 1995
15. Jenny Holzer / BMW V12 LMR / 1999
16. Ólafur Elíasson / BMW H2R / 2007
17. Jeff Koons / BMW M3 GT2 / 2010
18. Cao Fei / BMW M6 GT3 / 2017
19. John Baldessari / BMW M6 GTLM / 2016
20. Julie Mehretu / BMW M Hybrid V8 / 2024

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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
BMW Art Club **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu
Zaha Hadid Les Rencontres d'Arles Jeff Koons India Art Fair **LONGEVITY** Julie Mehretu
PARTNERSHIP BMW Open Work by Frieze Andy Warhol Lu Yang Preis der Nationalgalerie
Samson Young Bavarian State Opera **CREATIVE FREEDOM** BMW Young Artist Jazz Award
Ken Done **INTERACTION** Premio de Pintura Gallery Weekend Berlin Art Market Budapest
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/overview
Instagram: [@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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 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 economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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