

Media Information  
December 3, 2014

## **The BMW Art Journey to send artists on journeys of creative discovery**

### **BMW and Art Basel to partner on a new global collaboration to supporting emerging artists**

**Munich/ Miami.** Starting in 2015, Art Basel and BMW will support emerging artists by awarding the BMW Art Journey, enabling them to go on their own journey of creative discovery. Functioning as a mobile studio, the BMW Art Journey can take artists almost anywhere in the world – to conduct research, make new contacts, and create new work.

**The artist proposes the journey. The artist sets off on the journey. The artist reflects on the journey.** Inspired by travel and encompassing infinite potential variations on places and experiences, encounters and destinations, the artists will have an opportunity to develop new ideas, discover new themes, and envision new creative projects.

Artists who are exhibiting in Art Basel's sectors for emerging-artists in Miami Beach and Hong Kong, respectively, are eligible to receive a BMW Art Journey. It will be awarded twice a year, to one artist among those who exhibit at each location. Two international expert juries, one for Hong Kong and one for Miami Beach, will determine a shortlist of three artists per sector and invite these artists to submit proposals for a journey. One artist from each shortlist will then be selected, in a second round of judging, to receive the BMW Art Journey. The artist chosen from the Discoveries sector of Art Basel's show in Hong Kong, taking place in March 2015, will be announced in the summer of 2015. The selected artist from the Positions sector of Art Basel in Miami Beach, in December 2015, will be announced in early 2016.

Members of the Hong Kong jury (first selection, March 2015) include:

**Richard Armstrong** (Director Solomon R. Guggenheim Museum, New York)

**Claire Hsu** (Director Asia Art Archive, Hong Kong)

**Matthias Mühling** (Director Städtische Galerie im Lenbachhaus, Munich)

Members of the Miami Beach jury (first selection, December 2015) include:

**Juan Gaitán** (Curator based in Mexico City)

**Massimiliano Gioni** (Artistic Director New Museum, New York City)

**Gabriele Horn** (Director KW Institute for Contemporary Art, Berlin)

**Victoria Noorthoorn** (Director Museo de Arte Moderna, Buenos Aires)

**Bisi Silva** (Director Centre for Contemporary Art, Lagos)

The journeys will be documented and shared with the public in publications, digital and social media. Where possible, BMW will work with the artists to present any new work or publications that may originate from the experience of the BMW Art Journey to the public or help them to engage with other artists, art organizations and local art-world entities along the journey's path.

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"For over forty years now, BMW has been involved in the arts with hundreds of long-term initiatives worldwide," said Ludwig Willisch, President and CEO of BMW of North America. "Now we are extending these efforts to contribute more directly to contemporary art practice. The BMW Art Journey is a great example of how we can do something meaningful for the benefit of today's artists. We are confident that this initiative will allow the chosen artists to broaden their horizons and push their work into new creative territory. At the same time, we see this as another important step in our long-term partnership with Art Basel."

"We are delighted to be collaborating with our long-standing partner BMW on this new project," said Art Basel Director Marc Spiegler. "The BMW Art Journey will allow emerging artists from the Positions and Discoveries sectors of our shows to go on journeys that will feed into their future practice - so I look forward to seeing where the artists go, and with what they return."

Recognizing and supporting the work of some of the most accomplished artists working today, the BMW Art Journey is the latest in a broad range of cultural projects for BMW.

For more information, visit [www.bmw-art-journey.com](http://www.bmw-art-journey.com)

**For questions please contact:**

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**About Art Basel**

Art Basel stages the world's premier art shows for Modern and contemporary works, sited in Basel, Miami Beach, and Hong Kong. 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. In addition to ambitious stands featuring leading galleries from around the world, each show's singular exhibition sectors spotlight the latest developments in the visual arts, offering visitors new ideas, new inspiration and new contacts in the art world.

[www.artbasel.com](http://www.artbasel.com)

**BMW's Cultural Commitment**

For more than 40 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 modern and contemporary art, jazz and classical music 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, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York. The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for 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)

**The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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.