

Media Information
April 30, 2015

Exhibition of BMW artists-in-residence Mazaccio & Drowilal at Paris Photo Los Angeles

BMW is partner of the third edition of this renowned art fair

Munich. During the third edition of Paris Photo taking place between May 1-3, 2015, at Paramount Pictures' studios in Los Angeles, the duo Mazaccio & Drowilal will present their exhibition "Wild Style." The show is the result of their work of three months, created during their BMW Residency at the musée Nicéphore Niépce in France. For the very first time, the winners of the award will be on display at Stage 14 at the Californian movie studios.

In the duo's work, the subject of animals and their contemporary depiction take centre stage. With their humorous approach, they illustrate how the depiction of animals and the distribution thereof via various media are indicative of our relationship with consumer goods as well as with nature. The exhibition is accompanied by a book released by publishing house Trocadéro as part of the BMW Art & Culture collection. In addition to the images, it will feature the artists' new 2014 series "Antepisode." The series focuses on Silicon Valley and California's Bay Area, both famous for their developments in the field of IT, which forever altered our perception of the world.

The photography team, Elise Mazac, alias Mazaccio, and Robert Drowilal about their exhibition during Paris Photo LA: "We are thrilled to extend the BMW artist-in-residency at the musée Nicéphore Niépce by presenting our work to the American art lovers at the prestigious Paramount studios, a mythic place, steeped in history and fiction."

Christoph Wiesner, Artistic Director of Paris Photo, says: "The BMW Residency initiative has been supporting young photography for four years and strengthens the commitment as well as the tradition so essential to Paris Photo. The residence offers both the support for creation and its spread to the widest audience. This is a fantastic opportunity provided every year to talented young artists and photographers. The prize-winners can pursue their exploration in new fields. We are very pleased to exhibit the works created by Mazaccio & Drowilal during their residency."

As part of the partnership of twelve years with Paris Photo, BMW will once again provide the VIP shuttle service as part of the fair's VIP programme. The fair will be open May 1-3, 12 PM to 7 PM, as well as on April 27, 12 PM to 6 PM.

For over a decade now, BMW has been partnering with the most established international art fairs including Frieze NY and London, as well as Art Basel in Hong Kong, Miami and Basel, the Berlin Gallery Weekend and TEFAF Maastricht.

Paris Photo LA

Paris Photo Los Angeles, the third US edition of the world's most celebrated art fair for works created in the photographic medium, will take place at Paramount Pictures Studios offering the ideal setting to explore how

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artists have been and are using photography and moving image in their work in the 20th and 21st centuries. For more information, please visit <http://losangeles.parisphoto.com>

About 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 its cultural activities – 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

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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 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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.

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