

Media Information  
November 26, 2015

## **Cao Fei and John Baldessari to create the next BMW Art Cars** **Racing tradition to be continued with the BMW M6 GT3**

**Munich/New York.** Following commissions by Jenny Holzer (1999), Olafur Eliásson (2007) and Jeff Koons (2010), the BMW Art Car series will now be continued. On the occasion of the series' 40<sup>th</sup> anniversary, a jury of distinguished museum directors and curators chose two internationally renowned artists to design one car each. Chinese artist Cao Fei (\*1978) and American artist John Baldessari (\*1931) will be the youngest and the oldest artist represented in the collection respectively. On November 19 and in the presence of the artists, Ian Robertson, member of the Board of Management of BMW AG, announced the collaboration at the Solomon R. Guggenheim Museum in New York in front of 150 select guests. Both artists will create a BMW M6 GT3 in the coming year. The newly-designed vehicles will then be presented in museums in 2017, while also having to prove themselves on the racetrack. "On the occasion of the 40<sup>th</sup> anniversary of the BMW Art Car Collection, it is time to look ahead. The collection is the embodiment of the cultural commitment of the BMW Group – its vehicles stand for the combination of cutting-edge technology and inspiring art. We are very proud to expand the series with two works by such renowned artists," said Ian Robertson during the presentation.

### **Artists' comments**

"I'm thrilled to be able to join the magnificent list of BMW Art Car artists. Acceleration, a concept that reminds me of my desire for speed as a runner during the Young Pioneers days, is deeply connected to the entangled contemporary relationships between velocity, energy, and the country."  
Cao Fei

"I was honored to have many of my respected peers recommend me as a BMW Art Car artist. Creating art that exists outside of a museum is important to me, and should be a goal for all artists. This will definitely be my fastest artwork yet."  
John Baldessari

With their commitment Cao Fei and John Baldessari will be joining the ranks of renowned artists such as Alexander Calder, Frank Stella, Roy Lichtenstein, Andy Warhol, Robert Rauschenberg and David Hockney.

### **The jury**

The experts who conducted the judging were Richard Armstrong, Director, Solomon R. Guggenheim Museum (New York), Chris Dercon, Director, Tate Modern (London), Juan Gaitán, Director, Museo Tamayo Arte Contemporáneo (Mexico City), Gabriele Horn, Director, KW Institute of Contemporary Art (Berlin), Udo Kittelmann, Director, Nationalgalerie Staatliche Museen zu Berlin, Dr. Matthias Mühling, Director, Städtische Galerie im Lenbachhaus (Munich), Hans Ulrich Obrist, Co-Director, Serpentine Gallery (London), Shwetal A. Patel, Kochi-Muziris Biennale (India), Beatrix Ruf, Director, Stedelijk Museum (Amsterdam), Bisi Silva, Director, The Centre for Contemporary Art (Lagos), Philip Tinari, Director, Ullens Center for Contemporary Art (Beijing) and Adam D. Weinberg, Director, Whitney Museum of American Art (New York).

## Media Information

Date November 19, 2015

Subject Cao Fei and John Baldessari to create the next BMW Art Cars

Page 2

Regarding the nominations, the jury has said of their choice:

"We are convinced that both nominated artists can add – in their distinctive approaches – unique and new facets to the existing collection of the BMW Art Cars. Cao Fei is one of the most promising and boldest Chinese artists of her generation. For her work on the 18<sup>th</sup> BMW Art Car, we are in particular looking forward as to how she may turn the car into an imaginative part of her parallel universe. John Baldessari is a great pioneer and godfather of an entire art scene in LA and beyond. As a "serial" inventor, he keeps surprising us and we are excited to see the unexpected in what he will come up with for the 19<sup>th</sup> BMW Art Car."

**The BMW M6 GT3**

In 2016, the BMW M6 GT3 will spearhead the range of cars available to the BMW customer racing programme. It is powered by a 4.4-litre V8 engine with M TwinPower Turbo technology, which has been modified slightly for use in motor racing. The powertrain has dry sump lubrication and generates up to 585 hp – with the whole car weighing less than 1,300 kilograms. Further technical characteristics are the transaxle drive concept, six-speed sequential racing transmission, and high-performance motorsport electronics. The aerodynamic properties of the chassis have been optimised in the BMW wind tunnel. The engineers worked meticulously to fine-tune the BMW M6 Coupé, which formed the basis for the new car and was already perfectly suited to outings on the racetrack.

Jens Marquardt, BMW Motorsport Director: "It is fantastic that the tradition of the BMW Art Car series will be continued with the BMW M6 GT3. Motorsport and the BMW Art Cars have always been very closely linked. Our racing cars in the special designs of well-known artists have cult status among the general public. I am convinced that the same will be true of the works by Cao Fei and John Baldessari. Naturally we want to fight for wins with the BMW M6 GT3 Art Cars. This combination of art and performance on the race track really is unique."

**The BMW Art Car Collection**

Since 1975 artists from the world over have been creating Art Cars on the basis of contemporary BMW automobiles. The collection was inaugurated when French race car driver and art aficionado Hervé Poulain in collaboration with the then BMW Motorsport Director Jochen Neerpasch asked his artist friend Alexander Calder to design a car. The result was a BMW 3.0 CSL, which in 1975 was raced at the 24 Hours of Le Mans and became an instant favourite with the spectators: the BMW Art Car Collection was born. In 2010, the most recent addition to the series, a car designed by Jeff Koons, was introduced at the Centre Pompidou in Paris. BMW Art Cars are not only on display in their home town at BMW's museum in Munich, they also travel internationally to exhibitions and museums in Asia, Europe and North America. 2014 saw the first comprehensive publication on the collection. For further information, please go to <http://bit.ly/1JSDssV>

## Media Information

Date November 19, 2015

Subject Cao Fei and John Baldessari to create the next BMW Art Cars

Page 3

Find the BMW Art Car Collection on our social media sites following:

#BMWArtCar

<http://bmwartcars.tumblr.com/>**For further questions please contact:**

Lindsay Pieterse

Manager: Planning, Steering and Lifestyle Communications

Tel No: +27-12-522-2210

Mobile No: +27-83-297-1240

**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.

**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.

**BMW Group websites:**[www.bmwgroup.com](http://www.bmwgroup.com)[www.bmw.co.za](http://www.bmw.co.za)[www.mini.co.za](http://www.mini.co.za)[www.bmwmotorrad.co.za](http://www.bmwmotorrad.co.za)[www.bmwdrivertraining.co.za](http://www.bmwdrivertraining.co.za)**Social Media Pages:**Facebook: <http://www.facebook.com/BMWGroup> (BMW South Africa, BMW Motorrad SA, MINISouthAfrica)Twitter: <http://twitter.com/BMWGroup>

(@BMW\_SA, @BMWMotorradSA and @MINISouthAfrica).

YouTube: <http://www.youtube.com/BMWGroupview> (BMW South Africa and BMW Motorrad SA)