**Rolls-Royce Motor Cars**

## Media Information

**rolls-royce SELECTS**

**JOSÉ PARLÁ TO JOIN ART PROGRAMME**

2 November 2016, Goodwood

* Rolls-Royce debut new work by Miami-born artist José Parlá during Art Basel Miami Beach
* Location: YoungArts Jewel Box

2100 Biscayne Boulevard, Miami, FL 33137

* Press view: 4pm - 5pm, Tuesday 29 November 2016
* RSVP to [rachel@suttonpr.com](mailto:rachel@suttonpr.com)

Rolls-Royce Motor Cars is pleased to announce that José Parlá has been selected to join its­­­ Art Programme. The marque will present a site-specific installation of new paintings and sculpture by Parlá which will be on public display during Art Basel in Miami Beach 2016 at the iconic Jewel Box at the National YoungArts Foundation (YoungArts). The exhibition, *Roots*, commissioned as part of the Rolls-Royce Art Programme in partnership with the Savannah College of Art and Design (SCAD), is curated by SCAD Museums and Exhibitions and will debut worldwide as a new body of work. The show, which will be open from 29 November to 15 December 2016, marks the latest addition to the Programme, founded in celebration of the marque’s commitment to creating unique, rare and aesthetically powerful motor cars.

Miami-born Parlá, of Cuban descent, studied at the Miami Dade Community College, New World School of the Arts and Savannah College of Art & Design and in 2016, was inducted into Miami Dade College’s Alumni Hall of Fame. Through his own work mentoring young artists, namely as a Master Teacher with YoungArts, Parlá shares an affinity with Rolls-Royce and the Art Programme’s legacy of fostering creativity.

“For our patrons, the commissioning of a Rolls-Royce motor car and the creation of fine pieces of art are bound by a common philosophy. Both endeavours are borne of inspiration and are executed at the hands of highly skilled men and women, who strive to create beautiful objects with a profound sense of legacy. The Rolls-Royce Art Programme, formally acknowledges the links between the world’s most celebrated luxury house and the field of art through the creation of works that add to the rich tapestry of artistic endeavour.” said Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars. “We are delighted to welcome José Parlá into an Art Programme that has so successfully inspired artists and patrons of luxury alike by empowering internationally acclaimed masters of their mediums to create truly extraordinary new works.”

This presentation marks the third consecutive year that Rolls-Royce Motors Cars has partnered with YoungArts to coincide with Art Basel, and the second year the magnificent Jewel Box has been selected as a venue to house the newly commissioned works. The exhibition will travel to the SCAD Museum of Art in 2017. For nearly four decades, SCAD has been leading art and design education worldwide and is the preeminent authority on art and design education across the globe.

Upon creating the *Roots* project, José Parlá commented, “It’s exciting to unveil a new body of work while returning to my hometown. Together with Rolls-Royce and SCAD I’ve created a spectacular installation for YoungArts’ iconic Jewel Box, a place where I’ve seen so many young artists soak in inspiration. It’s an honour to support the arts and future artists and it is a great privilege for me to create this work with such great serendipity under the global spotlight of Art Basel Miami Beach.”

National YoungArts Foundation identifies and nurtures the most accomplished young artists in the visual, literary, design and performing arts and assists them at critical junctures in their

educational and professional development. YoungArts aspires to create a community of alumni and provide a lifetime of encouragement, opportunity and support. In conjunction with the

exhibition, Pedro Mota, President of Rolls-Royce Motor Cars Americas, will present the 2017 YoungArts Gold Award to a YoungArts winner with José Parlá during Art Basel in Miami Beach.

José Parlá joins a list of prestigious names to have collaborated with Rolls-Royce over recent years, including: Isaac Julien, Angela Bulloch, Ugo Rondinone, Will Cotton and artists whose work will be presented by the marque this year including Mohammed Kazem, Sudarshan Shetty and Yang Fudong.

- Ends -

**Notes to Editors:**

**Practical information:**

The public viewing dates during Art Basel in Miami Beach at the YoungArts Jewel Box will be 29 November between 10am – 2pm and 30 November – 15 December 2016 between 10am – 6pm. Admission is free.

Address: YoungArts Jewel Box, 2100 Biscayne Boulevard, Miami, FL 33137

**About the Rolls-Royce Art Programme**

Art and creative endeavour are at the heart of Rolls-Royce and its motor cars are commissioned for their aesthetic power. They are created out of the finest materials at the hands of skilled artisans who, in turn, produce rare, unique and ultimately beautiful automobiles. By creating an Art Programme, Rolls-Royce has formally acknowledged this unique shared ethos with the world of art.

The Art Programme comprises new works commissioned in situ, partnerships with leading organisations, art talks with emerging and established artists, art drives, art walks and art receptions around the world. It fosters creativity and enables artists to realise new projects and to explore new areas of their practice.

To date, Rolls-Royce has worked with leading international artists and key figures from the contemporary art world including: Isaac Julien, Ana Maria Tavares, Morgan Wong, Carlos Rolón/Dzine, Angela Bulloch, Ugo Rondinone, Michael Zavros, Regina Silveira and Will Cotton. Rolls-Royce has recently announced collaborations with Mohammed Kazem, Sudarshan Shetty, and Yang Fudong.

**About José Parlá**

José Parlá (born 1973) has received critical acclaim for his works, which lie at the boundary between abstraction and calligraphy. Using the backdrop of world cities, he re-makes in paint what can appear to be photorealist fragments of what he sees in the chaos and rush of the metropolis. His practice originated in graffiti’s experimental and collaborative approaches during the eighties.

Recent solo exhibitions include: The High Museum of Art, Atlanta, Georgia, Mary Boone Gallery, New York, Yuka Tsuruno Gallery, Tokyo, Japan, Haunch of Venison, London UK. Parla's work is in the permanent collections of The National Museum of Fine Arts, Havana, Cuba; The British Museum, London, United Kingdom; The Albright-Knox Art Gallery, Buffalo, New York; POLA Museum of Art, Hakone, Japan; The Burger Collection in Hong Kong and The Nancy A. Nasher and David J. Haemisegger Collection, Dallas, Texas. In 2014, for the Caldera Arts Program at The Portland Art Museum, Parlá collaborated with participating youth for his Signature Roots, workshop and installation. Parlá studied at Miami Dade Community College, New World School of the Arts and Savannah College of Art & Design. Parlá was recently commissioned by One World Trade Center for his monumental mural painting, ONE: Union of the Senses, the largest painting of its kind in New York City, in the tallest building in the Western Hemisphere, The Barclays Center in Brooklyn and the Brooklyn Academy Of Music, and at Concord City Place, Toronto, Canada. José Parlá lives and works in Brooklyn, New York.

**About the National YoungArts Foundation**

The National YoungArts Foundation (YoungArts) was established in 1981 by Lin and Ted Arison to identify and nurture the most accomplished young artists in the visual, literary, design and performing arts, and assist them at critical junctures in their educational and professional development. Through a wide

range of annual programmes, regular performances, and partnerships with some of the nation’s leading cultural institutions, YoungArts aspires to create a strong community of alumni and a platform for a lifetime of encouragement, opportunity and support.     
   
YoungArts’ signature programme is an application-based award for emerging artists ages 15 – 18 or in grades 10 – 12 from across the United States. Selected from a pool of more than an average of 11,000 applications (in 2015, the organisation received a record-breaking number of more than 12,000 applications), YoungArts Winners receive valuable support, including financial awards of up to $10,000, professional development and educational experiences working with renowned mentors – such as Debbie Allen, Mikhail Baryshnikov, Rebecca Walker, Plácido Domingo, Frank Gehry, Jeff Koons, Wynton Marsalis, Salman Rushdie and Carrie Mae Weems – and performance and exhibition opportunities at some of the nation’s leading cultural institutions, including the John F. Kennedy Center for the Performing Arts (Washington, D.C.), The Metropolitan Museum of Art (New York), The Museum of Modern Art (New York) and New World Center (Miami). Additionally, YoungArts Winners are eligible for nomination as a U.S. Presidential Scholar in the Arts, one of the nation’s highest honors for high school students who exemplify academic and artistic excellence. 

YoungArts Winners become part of a thousands-strong alumni network of artists, which offers them additional professional opportunities throughout their careers. YoungArts alumni who have gone on to become leading professionals in their fields include: actresses Viola Davis, Anna Gunn, Zuzanna Szadkowski and Kerry Washington; Broadway stars Raúl Esparza, Billy Porter, Andrew Rannells and Tony Yazbeck; recording artists Josh Groban, Judith Hill and Chris Young; Metropolitan Opera star Eric Owens; musicians Terence Blanchard, Gerald Clayton, Jennifer Koh and Elizabeth Roe; choreographers Camille A. Brown and Desmond Richardson; visual artists Daniel Arsham and Hernan Bas; internationally acclaimed multimedia artist Doug Aitken; *New York Times* bestselling author Sam Lipsyte; and Academy Award-winning filmmaker Doug Blush.

Carnival Foundation is the YoungArts National Premier Sponsor.

For more information, visit [youngarts.org](http://www.youngarts.org/), [facebook.com/YoungArtsFoundation](https://www.facebook.com/YoungArtsFoundation) or [twitter.com/YoungArts](https://twitter.com/YoungArts). To watch a brief video about YoungArts, click [here](https://www.youtube.com/watch?v=ajm0NpDmXFM).

**About SCAD**

SCAD: The University for Creative Careers

The Savannah College of Art and Design is a private, nonprofit, accredited university offering [more than 100 academic degree programs](https://www.scad.edu/academics/programs) in 43 majors across its locations in [Atlanta](https://www.scad.edu/locations/atlanta) and [Savannah](https://www.scad.edu/locations/savannah), Georgia; [Hong Kong](https://www.scad.edu/locations/hong-kong); [Lacoste](https://www.scad.edu/locations/lacoste), France; and online via [SCAD eLearning](https://www.scad.edu/academics/elearning). SCAD enrolls over 13,000 undergraduate and graduate students from more than 100 countries. The innovative SCAD curriculum is enhanced by advanced professional-level technology, equipment and learning resources, as well as opportunities for internships, professional certifications and collaborative projects with corporate partners. In 2015, the prestigious Red Dot Design Rankings placed SCAD in the top four universities in the Americas and Europe. Career preparation is woven into every fiber of the university, resulting in a superior alumni placement rate. In a study of Spring 2015 SCAD graduates, 98 percent were employed, pursuing further education, or both within 10 months of graduation. For more information, visit the official [SCAD blog](https://www.scad.edu/blog). For more information: [www.scad.edu](http://www.scad.edu/).

**Further information:**

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](http://www.press.rolls-roycemotorcars.com/). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](https://www.twitter.com/RollsRoyceMedia) and [Instagram](https://www.instagram.com/RollsRoyceMedia/)

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