**Rolls-Royce Motor Cars**

## Media Information

**josé PARLá UNVEILS NEW WORK at national youNGARTS Foundation as part of rolls-royce art programme**

*Click* [***here***](https://suttonpr.egnyte.com/fl/ZxmQNHKnEu)*to download images of José Parlá’s* *new work for the Art Programme*

30 November 2016, Goodwood

Miami-born artist José Parlá’s new work for the Rolls-Royce Art Programme was unveiled yesterday at the iconic Jewel Box at the National YoungArts Foundation (YoungArts), Miami. The exhibition entitled *Roots*, was commissioned as part of the Rolls-Royce Art Programme in partnership with the Savannah College of Art and Design (SCAD), and is curated by Laurie Ann Farrell. The site-specific installation of paintings and sculpture is the worldwide debut of the body of work and will be on public display until 15 December 2016.

Working together with artists around the world, the Rolls-Royce Art Programme seeks to contribute to the fabric of the contemporary art world. Through Parlá’s own work mentoring young artists, namely as a ‘Master Teacher’ with YoungArts, he shares an affinity with Rolls-Royce and its legacy of fostering creativity. Rolls-Royce itself is committed to developing future talent at its Global Centre of Excellence in Goodwood, England, where artisans perfect timeless skills in order to create personal, emotive and rare objects of desire for some of the most discerning customers in the world.

This exhibition brings the renowned Cuban-American artist back home to Miami Beach, where he spent his formative years in the underground art scene of the 1980s and early 90s. The work in the exhibition receives its connection to the past and present through those roots, and into the branches of Parlá’s family background, his education, life experience, and the serendipity involved in this project. Parlá’s place in his own family history layered against the backdrop of Cuba’s past form the basis for the works in the show. The interior space of the historic Jewel Box, the former headquarters of a Cuban Rum family empire, will be transformed using artificial walls that will complement the existing structure by creating a poetic dialogue between the paintings, sculpture and natural daylight, as it shines through the stained glass panels. Three of the large scale paintings in the exhibition, *Patria, Hatuey and 24 de Febrero* are named after ships from the Cuban Navy that lent their support in the audacious flights of early aviators, Domingo Rosillo, and Parlá’s grandfather, Augustin Parlá, in 1912. Parlá’s grandfather was one of the first Cuban pilots to make the flight from Key West to Havana.

On a more personal approach to painting, the works *Eureka to Flagler, Whiteplains to DeKalb,* and *Ashland to Baltic,* use the street names of places where the artist lived, painted in the streets, and set up studios from Miami to the Bronx, and Brooklyn.

*Nuevo Rumbo,* a 6 by 24 ft. painting, is an abstract landscape of the history of Cuba from pre-colonial times to contemporary history.  In its composition, the complexity of layers in the left side of the work can be read as the many layers of difficulty of Cuba’s history. These layers are interwoven with Parlá’s own thoughts ranging from the Spanish Colonial invasion of Cuba and the demise of its native people and culture; to the up-rising of slaves and onset of wars that would lead to the Ten Years War and the Cuban Independence War through Fidel Castro’s Revolution. The mid-center of the painting starts to expand into smoother blends, bridging to the current history of President Raul Castro and President Obama negotiating new relations between the United States and Cuba. A possible new open-ended story starts there. The exhibition will travel to the SCAD Museum of Art in 2017.

José Parlá joins renowned artists Sudarshan Shetty and Yang Fudong as a member of the Rolls-Royce Art Programme in 2016. Rolls-Royce recently celebrated a successful launch of Sudarshan Shetty’s commission for the Art Programme in November 2016 in Mumbai. Yang Fudong’s commission for the Art Programme will be launched at the Shanghai Center of Photography, Shanghai, in December 2016.

Rolls-Royce is committed to creating unique and aesthetically powerful motor cars, which transcend the world of conveyance to become works of art themselves. Their starting point is a moment of artistic inspiration, which is executed at the hands of the world’s most revered craftspeople using only the very finest materials.

- 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. Composed from layers of paint, gestural drawing and found ephemera, his work evokes the histories of urban environments. Parlá is a documentarian of city life. 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 paintings reflect the accumulated memories and experiences, the walls that show a place that was, but no longer is – built over, renewed in some other configuration. Parlá paints revelations – transcriptions of the process – proof of the history of our neighbourhoods. Parlá’s work shows that words, signs, and marks come to mean more; over time, in this symphony of diversity, both incongruous and in harmony, that surrounds our contemporary life. His practice originated in graffiti’s experimental and collaborative approaches during the eighties. These markings expose his drive to say or divulge the passing of time, in the moment.

Recent solo exhibitions include: The High Museum of Art, Atlanta, Georgia, Bryce Wolkowitz Gallery, New York, 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 2012, the 11th Havana Biennial selected the Wrinkles of the City: Havana, Cuba project, which was completed in the same year for a vertically integrated collaboration between Parlá and French artist JR, and exhibited in 2013 at Bryce Wolkowitz Gallery in New York City. Parlá and JR co-directed a documentary by the same title that was awarded the Grand Prize for Documentary Short and Best U.S. Premiere Documentary Short in 2013 at The Heartland Film Festival, Indianapolis, IN. This year the film was screened at the Istanbul74’ Arts & Culture festival in Turkey. Also 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 started painting in the early 1980s, exhibiting his works in the streets of Miami, and 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, André Balazs' Chiltern Firehouse, London, UK; North Carolina State University’s Hunt Library by SNØHETTA; and at Concord City Place, Toronto, Canada. In 2013, MoMA curator Sarah Suzuki moderated the PopRally panel discussion, Writers and Writers: Narrative on the page and in the Streets, in which José Parlá participated in 2013. José Parlá lives and works in Brooklyn, New York.

"Caught very much in the moment, Parlá's time is always transitory, a measure of echoes rather than certainties, a resonance of history where absence constitutes a more formidable presence than anything so shiny and new as the present." – Carlo McCormick

"Like Gerhard Richter, Parlá sees our art-historical notions of abstraction and abstract expressionism as having inextricably and poetically woven themselves in our contemporary understanding of the real, the authentic, the dramatic, the historic, the classic, the modern, the global, the magical, the African, the human." – Greg Tate

**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 programs, 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 program is an application-based award for emerging artists ages 15 – 18 or in grades 10 – 12 from across the United States. Selected from thousands of 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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