**Rolls-Royce**

## Media Information

**rolls-royce PREVIEWS EMIRATI ARTIST MOHAMMED KAZEM’S NEW WORK FOR THE ART PROGRAMME**

**IN LONDON**

*Click* [***here***](https://suttonpr.egnyte.com/fl/AbzsCgCmxY) *to download images of Mohammed Kazem’s work for the Rolls-Royce Art Programme*

31 March 2017, Goodwood

At an exclusive event in London last night, hosted by Rolls-Royce Chief Executive Officer Torsten Müller-Ötvös, two highly anticipated new works were premiered.

The marque’s global centre of excellence, the Home of Rolls-Royce in Goodwood, West Sussex, was the source of inspiration for both works, the first an exciting collaboration between Emirati artist Mohammed Kazem and the Rolls-Royce Bespoke Design collective and the second, the next in a series of short films created by the marque to introduce the world to the House of Rolls-Royce and to celebrate its rich heritage.

Kazem, a pioneer of contemporary art in the UAE, was commissioned for the Rolls-Royce Art Programme. The new work is formed of two parts and furthers the artist’s *Directions* series, a body of work which renders transient phenomena, in this case data points, into a tangible form.

The first, a sculptural piece, consists of a group of numbers and letters created from steel, which are the coordinates of the craftsmen and women from the Home of Rolls-Royce that Kazem encountered on visiting Goodwood. As the data points indicate specific locations, they also bear a sense of the environments they represent, encapsulating ideological elements. These numbers and letters, although architecturally composed, are displayed in a spontaneous manner, encouraging an interaction with the viewer through reflections of the individual and their surrounding environment.

On visiting the Home of Rolls-Royce, the residing Bespoke Design team and Kazem found a mutual respect for one another’s art. Collaboratively, they were moved to create a unique motor car, which weaves Kazem’s interest in latitude and longitude coordinates into the heart of its very being. A Rolls-Royce Wraith forms the second part of Kazem’s art work, commissioned by Abu Dhabi Motors, furthering still his *Directions* series.

Patrons of Rolls-Royce frequently request that the master craftspeople behind the creation of their motor car sign their work. Here, this notion is enhanced by using the coordinates of Rolls-Royce’s artisans and physically integrating these data points into the fabric of the motor car. The Bespoke Starlight Headliner alone is the product of nearly 90 hours of painstaking work, with 863 individually placed fibre-optic threads sewn by hand to complement 60,000 individually embroidered stitches. A Bespoke backlit clock is embellished with the coordinates, whilst a hand-painted feature line reminds the viewer of the locality of the Home of Rolls-Royce and Abu Dhabi Motors, the starting and ending destinations for this Bespoke Wraith.

Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars commented, “The Home of Rolls-Royce in Goodwood, West Sussex, is a source of inspiration for artists, patrons and craftspeople alike. It is a delight to see Mohammed Kazem’s artistic practice envelop Wraith, creating a motor car which truly embodies the spirit of the craftsmen and women from our global centre of luxury excellence.”

Of the commission, Mohammed Kazem said, “I have thoroughly enjoyed my experience of being part of the Rolls-Royce Art Programme. From visiting Goodwood, the home of the marque and taking inspiration from their master craftspeople, to working with the Rolls-Royce design team on the concept for a Wraith incorporating key elements of my work and ultimately, allowing me to create a metal sculpture for the first time. I am pleased that the work and car can first be shown in London, close to where the process began, before finally going on show in Abu Dhabi next month.”

Mohammed Kazem’s new work for the Rolls-Royce Art Programme will be publicly exhibited at the Rolls-Royce Abu Dhabi showroom from 27 April – 25 May 2017.

Artisans at Rolls-Royce commit to an undertaking of delivering objects that represent the very best of human endeavour, creating motor cars that become unique works of art in their own right. Often it starts with a simple inspiration; a colour, a piece of art or even a significant event in a patron’s life. No two Rolls-Royces are therefore ever the same, barring one shared characteristic; each represents an expression of the life and passions of its patron. But they all share in the fact that each motor car represents an individual timeless Bespoke commission.

The second in a series of short films will be premiered by the marque at [www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.com) on 7 April 2017, taking us to the Home of Rolls-Royce in Goodwood, England, where Rolls-Royce’s global centre of luxury excellence resides.

Academy Award winning actress Kate Winslet once again becomes the voice of the Spirit of Ecstasy, leading us on a journey to a place where colourists and sculptors, designers and engineers collaborate under one roof, with a single objective… To deliver perfection.

The first in the series of short films was premiered in December 2016, which shared the story of how the Spirit of Ecstasy came to be not only the Rolls-Royce muse, but also to be a symbol that represents the very best of the best, becoming the great icon of luxury excellence that serves as our beacon today.

At the Home of Rolls-Royce, the art of true luxury is practised. The materials are sourced with no concession to compromise. The craftsmen and women are guided by the philosophy of co-founder Sir Henry Royce, to “Take the best that exists and make it better. If it doesn’t exist, design it.” It is here that Rolls-Royce constantly raise the standards by which all other luxury goods are judged and where it cements its proud standing as the most celebrated luxury house in the world.

- Ends -

**Notes to Editors:**

**Practical information**

Public viewing dates of the Mohammed Kazem exhibition: 27 April – 25 May 2017

Times: Saturday to Thursday: 8.30am-9.00pm, Friday: 4.00pm-9.00pm

Location: Rolls-Royce Motor Cars Abu Dhabi, Airport Road, Umm Al Nar, PO Box 46468, Abu Dhabi

Launch date of the House of Rolls-Royce short film: 12.00pm BST 7 April 2017 at [www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.com)

**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: Yang Fudong, José Parlá, Sudarshan Shetty, Isaac Julien, Ana Maria Tavares, Morgan Wong, Carlos Rolón/Dzine, Angela Bulloch, Ugo Rondinone, Michael Zavros, Regina Silveira and Will Cotton.

**About Mohammed Kazem**

Mohammed Kazem (b. Dubai, 1969) has developed an artistic practice that encompasses video, photography and performance to find new ways of apprehending his environment and experiences. The foundations of his work are informed by his training as a musician, and Kazem is deeply engaged with developing processes that can render transient phenomena, such as sound and light, in tangible terms. Often positioning himself within his work, Kazem responds to geographical location, materiality and the elements as a means to assert his subjectivity, particularly in relation to the rapid pace of modernisation in the Emirates since the country’s founding.

Kazem was a member of the Emirates Fine Arts Society early in his career and is acknowledged as one of the 'Five', an informal group of Emirati artists – including Hassan Sharif and Abdullah Al Saadi – at the vanguard of conceptual and interdisciplinary art practice. In 2012, Kazem completed his Masters in Fine Art at the University of the Arts, Philadelphia. He has participated in the Annual Exhibition of the Emirates Fine Arts Society in Sharjah since 1986 until recently, as well as numerous editions of Sharjah Biennial, obtaining first prize for installations in 1999 and 2003. In 2007, Kazem was invited to co-curate the Sharjah Biennial.

In recent years, Kazem has participated in several group shows around the world such as the Mori Art Museum, Japan (2012); Boghossian Foundation, Belgium (2013); the Gwangju Museum of Art, South Korea (2014); and the 2014 edition of the Fotofest Biennial in Houston. He has exhibited at the Venice Biennale thrice; firstly in 2009 as part of a group exhibition curated by Catherine David, in 2013 he represented the UAE with an immersive video installation entitled Walking on Water, curated by Reem Fadda; and in 2015 showcased works from the Tongue series at 1980 – Today: Exhibitions in the UAE, curated by Sheikha Hoor Al Qasimi. In November 2014, he presented two solo shows Sound of Objects at Gallery Isabelle van den Eynde in Dubai, and Memorising By Means Of Observing at Taymour Grahne Gallery in New York.

The following year in March, he co-curated A Public Privacy, a group show featuring works by emerging UAE-based artists at DUCTAC’s Gallery of Light. His works are held in the collections of the British Museum, London; Solomon R. Guggenheim Museum, New York, Guggenheim Abu Dhabi; Mathaf: Arab Museum of Modern Art, Doha; Ullens Center for Contemporary Art, Beijing; and Barjeel Art Foundation, Sharjah, among others.

**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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