

Media Information  
August 31, 2021

## **BMW is partner of Art Basel in Basel.**

BMW Group Cultural Engagement celebrates its 50<sup>th</sup> birthday with virtual BMW Art Car Collection.

**Munich/Basel.** From September 24 to 26, 2021, 272 leading galleries from 33 countries and territories will present a wide range of artistic oeuvres for the first time since the pandemic during Art Basel in Basel. As longstanding global partner of the shows in Basel, Miami Beach and Hong Kong, BMW will once again offer its VIP shuttle and celebrates 50 years of BMW Group Cultural Engagement with an interactive exhibition.

Marc Spiegler, Global Director Art Basel, congratulated and stated: “Congratulations to BMW Art and Culture from Messeplatz where we started Art Basel in 1970. We are looking forward to collaborating with BMW, especially on our joint initiative the BMW Art Journey, which was created to enable emerging artists to undertake a creative journey to destinations of their choice, as we are both entering the sixth decade in promoting the visual arts.”

On the occasion of its anniversary, BMW joined forces with Acute Art in 2021 to initiate a unique exhibition: For the first time ever, the renowned BMW Art Car Collection is shown in augmented reality (AR). The project will make the Art Cars digitally visible anywhere in the world. Through the app, which is free of charge, the vehicles can be viewed, placed, and shared on social media either individually or as a group. To this end, the real Art Cars were carefully scanned from all angles using a photogrammetry methodology, capturing every detail of the artists’ intervention on the car’s surface. Finally, the cars were assembled digitally to create an accurate representation of the Art Cars in AR. All Art Cars will be available on the App to coincide with Art Basel in Basel.

On September 22 and 23, 2021, BMW Group is guest at Kunstmuseum Basel showing the digital BMW Art Car Collection. The BMW Art Car by Alexander Calder, 3.0 CSL, 1975, will be on display and a specially created augmented reality area will invite guests to experience the “rolling sculptures” on-site.

To visit the exhibition please note that prior registration and booking of a time slot is mandatory. Please register [here](#).

To fully discover and experience the interactive BMW Art Cars, the Acute Art app is available free of charge on the [App Store](#) and [Google Play](#).

1. Scan the QR code (in the PDF attached) using your smartphone and download the [Acute Art App](#) via the App Store or Google Play.
2. Open the Acute Art app and select “BMW Art Cars”, select a car and then the “place” button.
3. Point your phone towards the floor and tap to place the work. Drag your finger across the screen to rotate and scale it.



The Acute Art app uses cutting-edge technology that works best on high-end phones with the latest software. The devices supported are iPhone X or above, and

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Samsung Galaxy S8 or equivalent. The app requires a phone with a minimum of 4GB of memory and Apple iOS 11 or Android 8.0 Oreo (API 24) operating system. For more information, please visit [acuteart.com](http://acuteart.com).

Since more than 50 years after its first edition, Art Basel has become one of the artworld's leading events, attracting gallerists, artists, curators, journalists, and art lovers from all over the globe edition after edition. BMW Group is delighted to take part in this success story as a long-term partner. The BMW Group laid the foundation of its cultural commitment in 1971. At that time the artists Gerhard Richter was commissioned to create three large-scale paintings for the entrance hall of the new Munich corporate headquarters. Since then, a hundred long-term cultural initiatives of the BMW Group in the fields of modern and contemporary art, classical music, jazz and sound as well as in architecture and design have been well established throughout the decades. BMW Group was receiving manifold [congratulatory messages](#) to celebrate 50 years of BMW Group's cultural engagement.

**For further questions please contact:**

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**About Art Basel**

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, and Hong Kong. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel's engagement has expanded beyond art fairs through new digital platforms such as Art Basel's Online Viewing Rooms and new initiatives such as The Art Basel and UBS Global Art Market Report and The BMW Art Journey. Art Basel's Global Media Partner is The Financial Times. For further information, please visit [artbasel.com](http://artbasel.com).

**About the BMW Art Cars**

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For over 40 years, BMW Art Car Collection has fascinated art and design enthusiasts as well as lovers of cars and technology with its unique combination of fine art and innovative automobile technology. The first commissioned BMW Art Car by Alexander Calder was followed by examples by many other major international modern and contemporary artists – such as Roy Lichtenstein (1977, BMW 320i), Andy Warhol (1979, BMW M1), Robert Rauschenberg (1986, BMW 635 CSi), Esther Mahlangu (1991, BMW 525i), David Hockney (1995, BMW 850 CSi), Jenny Holzer (1999, BMW V12 LMR), Jeff Koons (2010, BMW M3GT2), Ólafur Eliásson (2007, BMW H<sub>2</sub>R), John Baldessari (2016, BMW M6 GTLM) and Cao Fei (2017, BMW M6 GT3). These “rolling sculptures” are a fascinating representation at the crossroads of motorsports and design, of art as well as technology.

Several cars from the BMW Art Car Collection are usually on display at the BMW Museum in Munich, the home of BMW Art Cars, as part of its permanent collection. The remaining BMW Art Cars travel the globe – to art fairs as well as exhibitions and a selection of the BMW Art Cars is now also shown in augmented reality via the Acute Art app. The BMW Art Car Collection is by no means complete as it stands. The number of examples will continue to grow, adding artistic expressions to the collection.

Further information, images and footage material can be found at:

<https://www.artcar.bmwgroup.com/en/art-car/>

### **Celebrating 50 Years of BMW Group Cultural Engagement**

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale  
BMW Art Cars Berlin Biennale Ólafur Eliásson Art Basel Max Hooper Schneider  
BMW Art Journey **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu  
Zaha Hadid Les Rencontres d'Arles Jeff Koons Acute Art Tate Modern **LONGEVITY** Artsy  
BMW Open Work by Frieze **PARTNERSHIP** Andy Warhol BMW Guggenheim Lab Lu Yang  
Samson Young Bavarian State Opera BMW Welt Jazz Award **CREATIVE FREEDOM** Tefaf  
**INTERACTION** State Academic Bolshoi Theatre of Russia Kyotographie Premio de Pintura  
Garage Museum of Contemporary Art Paris Photo **SUSTAINABILITY** Leelee Chan Art Dubai  
Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

Why Culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, even unsettling sometimes. As corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been involved in hundreds of cultural initiatives worldwide for half a century, both in the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and as essential for groundbreaking works as it is for major innovations within a business enterprise like ours.

Further information: [www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/overview](http://www.bmwgroup.com/overview)

Facebook: [www.facebook.com/BMW-Group-Culture](https://www.facebook.com/BMW-Group-Culture)

Instagram: [www.instagram.com/bmwgroupculture/](https://www.instagram.com/bmwgroupculture/)

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### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.



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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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