

Media Information
August 31, 2023

Launching The BMW Art Generation in South Africa.

Taking place from 2-3 September 2023, The BMW Art Generation is a weekend event of immersive contemporary African culture.

Munich/Johannesburg. An initiative by **FNB Art Joburg** and **BMW Group South Africa**, the BMW Young Collectors Co. was established in 2020 to develop a new generation of art collectors. Opening the BMW Young Collectors Co. programme to the public, **The BMW Art Generation** brings celebrated, established, and young artists, curators, and academics, from across the world together with collectors to shape, celebrate and protect the future of contemporary African art. Hosted at **William Kentridge's Centre for the Less Good Idea**, The BMW Art Generation will give the public access to studios, performance art, live music and a boutique lifestyle market with stalls dedicated to demonstrating the very best in design and food and wine experiences.

Looking to bring leading artists from Africa and the diaspora to explore contemporary African art within the realm of black intellectual tradition, the weekend presents multiple opportunities to create a thought experiment that inserts an African narrative where art meets history and place. Foregrounding an ethos that fosters innovation, community and an Africa that will continue to set standards for the global contemporary art ecosystem, The BMW Art Generation prioritises access through the transference of knowledge, from one generation to another.

"Johannesburg is home to FNB Art Joburg, the longest running contemporary art fair on the African continent. Feeding off the city's grit, desperation, tenacity and irreverent energy, artists, curators, and cultural policy makers living in or visiting Johannesburg understand its position and growing potential to be the continent's cultural capital," says **Mandla Sibeko, Managing Director of FNB Art Joburg**. "Hosted in central Johannesburg, where culture thrives and informs community's daily lives, The BMW Art Generation also seeks to reignite engagement and investment dedicated to stimulating and sustaining the city as a natural incubator for contemporary art."

The BMW Art Generation will welcome the likes of American collector and radiologist, **Dr. Joy Simmons**; Founder and Director of the Lagos Photo Festival and the African Artists' Foundation (AAF), **Azu Nwagbogu**; Princeton-based Nigerian artist and historian, **Chika Okeke-Agulu**; Swiss curator and director at the Serpentine Galleries, **Hans Ulrich Obrist** and South

African artist **William Kentridge**. A pilgrimage for some and a homecoming for others, the BMW Art Generation is an opportunity for long overdue connections.

Marcelle Duncan, Head of Brand of BMW Group South Africa says, "For over 50 years, the BMW Group have created valuable partnerships within the arts and culture landscape and engaged in over 100 cultural collaborations worldwide. BMW Group South Africa remains committed to showing the importance of corporate cultural responsibility through consistent and intentional investment in contemporary art and design. Our partnership with FNB Art Joburg is a proud relationship, having created great opportunities before and intending to open even more doors now."

BMW Young Collectors' Co.

An initiative by FNB Art Joburg and BMW Group South Africa, the BMW Young Collectors Co. was established in 2020 to develop a new generation of art collectors that will collect and buy African art on African soil. By cultivating a fresh perspective on art patronage, the initiative has the power to create a new generation of collectors that will ensure the African art economy continues to grow for generations to come. The BMW Young Collectors' Co. aims to fill an education and experience void in the field of art collecting, where - in South Africa - the majority of collectors are older than 50 years of age and lack diversity. The initiative affords future generations of collectors access to first-hand experiences with the country's top artists, galleries and art patrons. This essential programming ensures the continent is growing its Africa art economy for generations to come.

FNB Art Joburg

Based in Johannesburg, FNB Art Joburg is the leading and longest running contemporary African art fair on the continent. FNB Art Joburg plays an instrumental role in developing and sustaining a commercial industry that centres around African and diasporic practitioners. A platform where curatorial and commercial interventions meet, the fair is divided into six specialised sections: gallery HUB, gallery LAB, MAX, ETC, AUX, and ORG sections.

View the full programme: [Here is what to expect - A story by FNB Art Joburg](#)

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To visit **The BMW Art Generation** please note that entrance tickets are required:

Friday, September 1, 2023: 6pm (VIP Opening, by invitation only)

Saturday, September 2, 2023: 10am to 6pm (Public Day 1)

Sunday, September 3, 2023; 10am to 6pm (Public Day 2)

Location

The Centre for the Less Good Idea

Arts On Main

264 Fox St & Berea Rd

Maboneng, Johannesburg, South Africa

To visit **FNB Art Joburg** please note that entrance tickets are required:

Thursday, September 7, 2023: 6pm to 9pm (VIP Opening, by invitation only)

Friday, September 8, 2023: 11am to 8pm

Saturday, September 9, 2023: 11am to 7pm

Sunday, September 10, 2023: 11am to 5pm

Location

Sandton Convention Centre

Exhibition 2

161 Maude Street

Sandown, Sandton,

Johannesburg, 2196, South Africa

If you have any questions, please contact:

Corporate Communications

Prof. Dr Thomas Girst

BMW Group Corporate and Governmental Affairs

Head of Cultural Engagement

Phone: +49 89 382 24753

Email: thomas.girst@bmwgroup.comwww.press.bmwgroup.com/globalEmail: presse@bmw.de

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BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale
BMW Art Cars Berlin Biennale Ólafur Elíasson 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 over 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 and www.bmwgroup.com/overview

Facebook: <https://www.facebook.com/BMW-Group-Culture>

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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