

Media information

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**The BMW Art Generation Vol. IV opens a new dialogue on contemporary African art**

BMW South Africa is deepening its commitment to arts and culture +++ Platform for dialogue, learning and cultural exchange +++ This year's theme explores Indigenous Knowledge System +++ Exhibition expands into a unique two-part experience

**Johannesburg.** BMW South Africa, in partnership with FNB Art Joburg, presents The BMW Art Generation Vol. IV. Taking place from 28 August to 6 September 2026, under the theme From Whose Waters Do We Drink?, this year's programme opens a new dialogue on contemporary African art through a layered two-part exhibition and a considered series of public engagements.

Through its focus on contemporary African art, The BMW Art Generation creates space for intergenerational learning, cultural exchange and meaningful public engagement. Rooted in the educational vision of the BMW Collectors Co., the initiative reflects BMW South Africa's commitment to culture through knowledge-sharing, relationship-building and sustained patronage. Across nine days, the programme unfolds through exhibitions, talks, performances, guided walkabouts and educational encounters, each offering audiences unique and inspiring opportunities to engage with the dynamic world of contemporary African art.

"At BMW, we believe art has the power to connect people, open new perspectives and deepen our understanding of the world around us," says Taz Ramphisa, General Manager: Customer & Brand of BMW South Africa. "The BMW Art Generation reflects our commitment to creativity, cultural exchange and meaningful engagement with contemporary African art. By creating spaces for discovery, reflection and exchange, we aim to support the ideas, voices and practices that continue to shape the continent's cultural landscape."

The BMW Art Generation forms part of BMW's broader commitment to culture, expressed through long-standing collaborations and initiatives that support artistic practice, creative innovation and the exchange of ideas. Through platforms such as The BMW Art Generation and its partnership with FNB Art Joburg, this commitment continues by creating meaningful points of connection with contemporary African art.

Now in its fourth year, The BMW Art Generation shows how BMW South Africa has grown its support for culture. It builds on years of talking, learning and sharing ideas, and now offers a complete exhibition programme.

This continued development reflects a form of cultural patronage that supports artistic practice while creating new ways for audiences to encounter, engage with and deepen their understanding of contemporary African art.

From Whose Waters Do We Drink? explores Indigenous Knowledge Systems as living and evolving frameworks through which knowledge is inherited, shared and renewed. Through the exhibition and its public programme, the project considers how memory, community and artistic practice shape the ways we understand the present and imagine the future.

The exhibition unfolds across two interconnected chapters. Opening at The BMW Art Haus in Parktown North is the dedicated venue for The BMW Art Generation. It transforms a domestic setting into a space of artistic exploration, reflection and learning.

It then continues with a curated presentation within the MAX section at FNB Art Joburg, extending the conversation into one of Africa's leading contemporary art fairs. Together, these two sites create a connected journey, moving audiences from an intimate space of reflection into a broader public encounter with contemporary African art.

The BMW Art Generation Vol. IV brings together artists whose practices engage with questions about history, identity, memory and alternative futures. The programme uses installation, photography, sculpture, performance, moving images and research-driven approaches to highlight contemporary African art as an essential platform for critical thought and forward-looking creativity.

"The BMW Art Generation has always been about more than introducing people to contemporary African art. It is about creating conditions for meaningful engagement. Every encounter contributes to an ecosystem where knowledge is shared across generations, and collecting begins with understanding. This year's theme invites us to reflect not only on what we know, but where that

knowledge comes from and how we ensure it continues to flow into the future," says Mandla Sibeko, Director of FNB Art Joburg.

The BMW Art Generation Vol. IV takes place from 28 August to 6 September 2026, beginning at The BMW Art Haus one week ahead of the 19th edition of FNB Art Joburg before continuing as a two-part exhibition with a major presentation in the fair's MAX section. Further announcements, including participating artists, public programming and visitor information, will be released in the coming weeks.

## ENDS

If you have any questions, please contact:

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

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The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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