

Media Information

October 10, 2022

**Nikita Gale premieres "63/22" as part of BMW Open Work by Frieze.**

The artist and BMW i7 designers co-created a site-specific installation, that will be presented and activated through live acts in the BMW Lounge.

**London/Munich.** For the sixth consecutive year, Frieze and BMW continue their long-term partnership with the art initiative **BMW Open Work by Frieze**. Artist **Nikita Gale** worked with BMW i7 designers to present the site-specific installation **"63/22"** in the BMW Lounge. Featuring more than 160 of the world's leading galleries and led by Eva Langret, the 19<sup>th</sup> edition of Frieze London takes place from October 12-16, 2022.

Curated by **Attilia Fattori Franchini**, BMW Open Work by Frieze invites an artist to develop an ambitious project utilising BMW design and technology to pursue their practice in innovative new directions. BMW Open Work offers artists the possibility of engaging in a rich dialogue with BMW engineers, designers, and experts from different fields to create unique artistic projects.

Investigating the politics of sound and its surrounding, Nikita Gale's practice enquires themes of invisibility and audibility, recasting the complicated dynamic between performer and spectator. Within the work, notions are subverted and destabilized.

Nikita Gale's interest in the history of sound continues with **"63/22"**, in which the artist reflects on the relationship between automotive and sound technologies, already closely associated since the 1960s. In fact, the Gibson Firebird, one of the most popular electric guitars, was designed by a car designer in 1963.

Emerging from an intense dialogue with BMW i7 designers and engineers whilst reinforcing BMW's commitment to art and music, Gale presents for Frieze London 2022 a sculptural installation comprising of five customised electric guitars. The guitars will be named historically significant and iconic Black women guitarists: Memphis Minnie, Sister Rosetta Tharpe, Barbara Lynn, Big Mama Thornton, and Joan Armatrading. Activated in the lounge through a series of live acts performed by musicians invited by Gale, the guitars will play through the BMW i7, transforming the car into a sound amp, amplifying the relationship between the car, sound technologies and creativity. The guitars have been created in collaboration with BMW i7 designers and realised by a UK-based luthier, Ian Malone.

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**Nikita Gale** says: "This commission with BMW and Frieze has been an exciting opportunity to further my long-standing interest in the interconnectedness of sound, space, and social systems. Having the opportunity to work with the incredibly enthusiastic i7 designers at BMW alongside the endlessly talented luthier Ian Malone was a dream come true. I was truly thrilled by the team's excitement around creating these new electric guitar models as we collectively reflected on the parallel histories of music evolution and automotive design."

"I couldn't be more excited to work with a polyhedric artist such as Nikita Gale. Gale's project '63/22' expands the collaborative potentialities of the BMW Open Work commission by inviting BMW i7 designers to create five customized electric guitars. Through this invitation, Gale brings to the foreground a historical investigation of the relationship between technologies of sound and technologies of speed whilst transforming the BMW lounge into an experimental music venue. The project reenacts a productive and cultural exchange between two industries unraveling how these two fields have influenced one another in the past and continue to do so in the present", said **Attilia Fattori Franchini**.

Further information can be found at <https://frieze.com/bmw-open-work>

**Frieze Music**

In celebration of their long-term collaboration, BMW partners with Frieze to present Frieze Music in London again. On October 12, Mercury Prize nominee Self Esteem will perform at the iconic KOKO Club, followed by DJ Sam Gellaitry. Doors open from 8pm, the performance will begin at 9pm.

Further Events at the BMW Lounge (Frieze London, Regent's Park):

**Wednesday, October 12**

From 3pm      VIP Lounge Opening  
                    Guitars activation and performance, Champagne Hour

**Thursday, October 13**

From 3pm      Guitars activation and performance, Champagne Hour  
                    Talk between Nikita Gale x Ian Malone x BMW designers

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**Friday, October 14**

From 3pm Champagne Hour

**Saturday, October 15**

From 12pm Nikita Gale Book Launch

From 3pm Guitars activation and performance

**Sunday, October 16**

From 3pm Champagne Hour

To register for the events, please click [here](#).

If you have any questions, please contact:

**Corporate Communications**

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Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)Email: [presse@bmw.de](mailto:presse@bmw.de)**About Frieze**

Frieze is the world's leading platform for modern and contemporary art for scholars, connoisseurs, collectors, and the general public alike. Frieze comprises three magazines – Frieze, Frieze Masters Magazine and Frieze Week – and five international art fairs – Frieze London, Frieze Masters, Frieze New York, Frieze Los Angeles and Frieze Seoul (launching September 2022). In addition, this October, Frieze launched No.9 Cork Street, a hub for visiting international galleries in the heart of Mayfair, London. Frieze is part of the IMG network.

**About Attilia Fattori Franchini**

Attilia Fattori Franchini is an independent curator and writer based in Vienna. She is director of KUNSTVEREIN GARTENHAUS, Vienna, curator of BMW Open Work by Frieze; the residency project Curva Blu in Western Sicily; and the Emergent section of miart Milan. She contributes essays and reviews to international catalogs and publications such as Mousse, CURA., Flash Art International, SPIKE Magazine and Camera Austria. Selected past projects include: Hervé Guibert, ...of lovers, time, and death, FELIX GAUDLITZ (2020); Bits of girl left out to dry, Bits of boy left out to die, Marianna Simnett, Schinkel Pavillon (2019); Could you visit me in dreams?

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curated\_by festival Vienna (2018); Red Lake, Point Centre for Contemporary Art, Nicosia (2018); ARS17+, Kiasma, Museum, Helsinki (2017); Bold Tendencies, London (2015); and HAND, Barbican Centre, London (2013). [www.attiliaff.com](http://www.attiliaff.com)

**About Nikita Gale**

Nikita Gale (\*1983, Anchorage, Alaska; lives and works in Los Angeles) received an MFA from University of California, Los Angeles in 2016 and a BA from Yale University in 2006. Recent solo exhibitions have been held at Chisenhale Gallery, London (2022); LAXART, Los Angeles (2022); 52 Walker, New York (2022); Anchorage Museum (2021); CIRCA in collaboration with Chisenhale Gallery, London (2021); California African-American Museum, Los Angeles (2021); MoMA PS1, New York (2020); the Visual Arts Center, University of Texas at Austin (2019); and Commonwealth and Council, Los Angeles (2018). Selected group exhibitions have been held at Petzel, New York (2022); Swiss Institute, NY (2022); Emalin, London (2021); Cincinnati Art Center, OH (2021); Kunstraum Kreuzberg, Berlin (2021); Nottingham Contemporary, UK (2020); Moderna Museet, Stockholm (2019); Hammer Museum, Los Angeles (2018); and the Studio Museum in Harlem, New York (2017). Gale serves on the Board of Directors for Grex, the West Coast affiliate of the A. K. Rice Institute for the Study of Social Systems.

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

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In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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