



Media Information
June 2, 2010

JEFF KOONS 17th BMW ART CAR Statements.

"I always thought it would be an honor to work on a BMW Art Car. I look forward to participate in a tradition set forth by such great artists as Calder, Lichtenstein, Stella and Warhol."

"These race cars are like life, they are powerful and there is a lot of energy. You can participate with it, add to it and let yourself transcend with its energy. There is a lot of power under that hood and I want to let my ideas transcend with the car – it's really to connect with that power."

"When the car is not racing, when the viewer walks around this art car to look at it, he or she is in contact with their own energy that is needed to move, which is constantly making reference to the power underneath the hood of that car."

Jeff Koons

"Presenting the 17th BMW Art Car by Jeff Koons in the Centre Pompidou in Paris, one of the world's foremost centers of contemporary art and culture, is a fitting coronation for the BMW Art Car series celebrating its 35th anniversary."

Ian Robertson, Member of the Board of Management of BMW AG

"Ever since it was created back in 1977, the Centre Pompidou has acted as an interface, a platform of exchange between creative art and society, striving to expose the larger public to the art of our time in the firm belief that art can foster a more innovative and flexible society. For this reason the Centre Pompidou is glad to join BMW's project which, I trust, can go a long way in bringing together creation and society by inviting the great artists of our time – from Roy Lichtenstein in 1977 to Jeff Koons today – to challenge the most mythical object of our era, the car, through a unique creation."

Alain Seban, President of the Centre Pompidou

"We are honored to celebrate the 35th anniversary of the BMW Art Car Collection with the outstanding artist and creator of the newest BMW Art Car, Jeff Koons. Getting back to the roots of the first "rolling sculptures" that raced at 24 hours of Le Mans is a delight. Jeff Koons is a perfectionist, like all of us at BMW, so it was thrilling to work with him closely on this project."

Frank-Peter Arndt, Member of the Board of Management of BMW AG

Working with a world renowned artist such as Jeff Koons has been truly inspiring as well as a great pleasure for my team and myself.

Jeff has managed to capture the essence of BMW: dynamics & emotion and express these attributes in his very own and exciting way!

The result is exhilarating and will add a unique dimension to the 24 hours race of Le Mans and many museums afterwards!

Adrian van Hooydonk, Director BMW Group Design

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"One day, I said to myself, now is the time to do something grandly communicative and heroic and unite my two passions, by having my racing cars painted by the leading artists of the time."

"Death will not catch me alive."

Hervé Poulain, Godfather of the BMW Art Car Collection

"The Automobile Club de l'Ouest is delighted at the revival of the Art Car tradition – which began at the 24-Hour Le Mans Car Race in 1975 – on the initiative of BMW and our friend Hervé Poulain. The combination of these two symbols of creativity – contemporary art and the greatest race in the world – was sure to win over the organisers of the 24-Hour Le Mans race, an event in a class of its own."

Jean Claude Plassart, President of the Automobile Club de l'Ouest

„At this year's 24-hour-race we are resurrecting the long tradition of the BMW Art Cars. The American artist Jeff Koons creates the design for the BMW M3 GT2. In doing so, he joins the ranks of great artists such as Frank Stella, Roy Lichtenstein, A.R. Penck, David Hockney, Jenny Holzer and Andy Warhol. There is probably no better stage for this work of art to take to the track and mark the 35th anniversary of the Art Car collection than Le Mans. The BMW M1 designed by Andy Warhol finished in an admirable sixth place back in 1979. The race in Le Mans is one of the most important events in international motorsport. This makes it the perfect stage to revive the tradition of the BMW Art Car. Jeff Koons' work of art will leave a lasting impression with all those who see it, even after the BMW M3 GT2 has crossed the finish line. BMW Art Cars have often also been able to impress with their sporting achievements. I am optimistic that this will be the case again this year."

Mario Theissen, Director BMW Motorsport

"Of course it is a great honour for me, as a driver, to line up in a BMW Art Car. Even with its standard livery, the BMW M3 GT2 is already a very attractive car. However, Jeff Koons' design transforms the racing car into a true work of art. I will be going all out in Le Mans to do my bit towards ensuring that the latest member of the Art Car collection is successful on the track. It is the first time that I have ever raced in a car with such an artistic design. However, this will not change my approach to the race: I will be driving at the limit in order to get the best possible result."

Andy Priaulx, BMW Works driver

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