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| **Contact:** | Stacy Morris Corporate Communications Manager, Marketing & Culture BMW of North America, LLC(201) 307- 5134/ stacy.morris@bmwna.com  |
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**BMW Presents Sound Project with the Frieze Art Fair in New York.**

**Sound Installations in BMW Vehicles at Frieze New York.**

**Woodcliff Lake, NJ – April 17, 2012…** BMW is pleased to present a new series of sounds works presented with Frieze that will be part of inaugural program for Frieze New York.

For its debut edition Frieze Sounds will feature three commissioned audio works by artists: Martin Creed, Rick Moody and Frances Stark. Frieze Sounds is programmed and curated by Cecilia Alemani.

The sound works will premiere in the BMW 7 Series VIP cars that operate shuttle services from Randall’s Island during the first edition of the fair. Additionally the works will be accessible at friezenewyork.com and are available to download from 4 May.

Cecilia Alemani said of the project: ‘We are excited to launch Frieze Sounds for the first edition of the Frieze Art Fair in New York. Martin Creed, Rick Moody and Frances Stark have composed songs, short stories and lullabies which will make the journey to Randall’s Island even more enchanting.’

“We wanted to enhance our global partnership with Frieze by providing a unique sound experience to art enthusiasts with Frieze Sounds in our BMW 7 Series shuttle service,” said Ludwig Willisch, President and CEO, BMW of North America, LLC. “BMW is pleased to lend our support to Frieze New York and to continue our long-standing commitment to contemporary art and Frieze Art Fair.”

Frieze New York will take place 4 – 7 May 2012 and will present 180 of the world’s leading galleries. Designed by Brooklyn-based architects SO-IL, Frieze New York will be housed in a bespoke temporary structure located in the unique setting of Randall’s Island Park, overlooking the East River. Frieze New York is sponsored by Deutsche Bank.

Since 2004, BMW has powered the Frieze Art Fair VIP shuttle service in London. This year, BMW is expanding its commitment by providing a fleet of BMW 7 Series vehicles for New York, and a service across both Frieze Art Fair and the new Frieze Masters fair in London this October.

**Information about Frieze Sound Pieces**

**Where You Go**

Courtesy of Martin Creed and Telephone Records

Words and music by Martin Creed

**The Undependable Global Positioning System**

By Rick Moody

**Trapped in the VIP and/or In Mr. Martin's Inoperable Cadillac**

By Frances Stark

**Information about the Artists**

**Martin Creed**

Martin Creed explores the connections between the everyday world and art through drawings, sculptures, sound installations and videos. Creed’s interest and passion for music comes from a specific attention to language and the artist has been working on for several years as composer and front man of a band. For Frieze Sounds, Creed will compose a short song that doubles as a hypnotic lullaby.

**Rick Moody**

Rick Moody is a writer, journalist, and essayist, as well as songwriter and musician. His 1994 novel, The Ice Storm, has been published in over 20 countries and his most recent book, The Four Fingers of Death, was published by Little, Brown and Company in 2010. For Frieze Sounds, Moody will compose a sound version of The Undependable Global Positioning System (2012), a literary composition that will function as an anti-destination device. Playing in the VIP cars, the soundtrack will take the guests on a journey where they will experience the poetic pleasure of getting lost.

**Frances Stark**

Based in Los Angeles, Frances Stark is a visual artist and a writer working with drawings, collages, videos and performances. Stark has demonstrated a deep interest for language by creating poignant works that address issues of communication, desire, and identity. For Frieze Sounds, Stark continues her investigation of the generative power of language as seen in My Best Thing, the highly acclaimed video first shown at the Venice Biennale in 2011 – a 99-minute conversation between two online avatars. For this project, Stark presents a narrated audio collage that combines the sound of mocking birds with a voiceover: this unique musical divertimento creates a refreshing, humorous and contemplative distraction to the usual conversations happening around an art fair.

**Information about the BMW 7 Series**

The BMW 7 Series embodies luxury that inspires, driving dynamics that enthuse, and a visual presence that earns universal admiration. It is the product of a self-assured design philosophy and consistent yet ever-evolving engineering artistry. In great measure, this new sedan owes its unique, progressive character to an abundance of innovations whose purpose is to make driving a magnificent automobile – as well as riding in it – a memorable experience. The sound system of the BMW 7 Series is equally memorable and includes DIRAC signal processing, a 600W digital amplifier and 16 high-end loudspeakers strategically placed throughout the automobile. The result is that all four passengers in the 7 Series are enveloped in a surround sound experience that projects concert stage sound from the luxurious quietness of the interior.

**Admission Information**

Tickets to Frieze New York are on sale now from $25 and can be bought at friezenewyork.com/visitors/tickets. Please note: tickets to Frieze New York are only available online.

Frieze ferry services run every 15 minutes from 35th Street on the East River during fair opening hours and take approximately 20 minutes.

Subway/Bus A Frieze bus service meets the 4, 5 and 6 subway lines at 125th Street/Lexington Avenue. Ten-minute bus journey from 125th Street to Randall’s Island.

Frieze ferry and bus services are included in all tickets to Frieze New York, excluding tour tickets.

Taxi/Car 15 minutes from the Upper East Side. 30 minutes from Chelsea. Randall’s Island has parking for 1,500 cars. Valet service is also available.

**Frieze Art Fair New York 2012 – Information**

**Public opening dates and hours:**

Friday 4 May: 12-7pm

Saturday 5 May: 12-7pm

Sunday 6 May: 12-6pm

Monday 7 May: 12-6pm

**Preview**

Thursday: 3 May

**Tickets**

friezenewyork.com

**BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 113 MINI passenger car dealers, and 32 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at: [www.bmwgroupna.com](http://www.bmwgroupna.com)

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