



For Release: April 7, 2014

Contact: Stacy Morris
Corporate Communications Manager – Marketing and Culture
201-594-3360 / Stacy.Morris@bmwna.com

BMW to Present Frieze Sounds at the Frieze New York 2014 in 10th Year of Partnership with Frieze Art Fair.

Woodcliff Lake, N.J. – April 7, 2014 . . . In their tenth year of partnership with Frieze Art Fair BMW will once again present Frieze Sounds, a program of sound works that are showcased in the BMW 7 Series shuttle service at Frieze New York 2014. The fair will be held in Randall's Island Park, Manhattan, New York City. For this unique event three specially commissioned audio works were created by the artists Keren Cytter, Cally Spooner and Hannah Weinberger. Frieze Sounds is programmed and curated by Cecilia Alemani. The fair offers a media preview on May 8, 2014 and opens to the public from May 9 –12.

"For the past two years Frieze Sounds has activated the visitor experience beyond my expectations. This year, I wanted to commission artists who use the medium of sound to engage audiences in different ways." Alemani said prior to the event.

Ludwig Willisch, President and CEO, BMW of North America, LLC said, "The Frieze Sounds program adds another gem to BMW's decade-old tradition of unique cultural initiatives worldwide".

The BMW 7 Series, where the audio works will be premiered, is the company's flagship sedan and is the ultimate in performance and luxury. The BMW 7 Series not only sets a new dynamic benchmark for luxury cars, it also offers a first-class environment for the driver as well as for rear passengers. The top engine for the 7 Series is the 6.0-liter TwinPower Turbo V-12 in the BMW 760Li, which delivers 535 horsepower and accelerates from 0 to 60 miles in 4.5 second.

Since 2004, BMW has powered the Frieze Art Fair VIP shuttle service in London and expanded with Frieze Art to New York in 2012.

For over a decade now, BMW has been an active partner of renowned international art fairs including Frieze NY and London, as well as Art Basel in Hong Kong, Miami and Basel, the Berlin Gallery Weekend and TEFAF Maastricht. Together with the partners, new formats are developed that place art fairs and their visitors to an even greater extent in the focus of an exchange of ideas and thoughts.

With more than 100 corporations worldwide, BMW Group cultural commitment has been an essential part of corporate communications for over 40 years now. Unrestricted freedom of creative potential is of the utmost importance, as it is equally as crucial for the field of art as it is for groundbreaking innovations within a business enterprise. The BMW Group places the main focus of its cultural commitment on modern and contemporary art, jazz and classical music as well as architecture and design.

Keren Cytter (b. 1977, Tel Aviv, Israel)

In her time-based works, Keren Cytter explores social realities through experimental modes of storytelling. The artist fuses reality and fiction to produce deconstructed dialogues, revealing perception to be as dependent on linguistics as visual structures. For Frieze Sounds, Cytter presents Constant State of Grace, a minimalist composition intended to elevate the souls of visitors and produce a state of near-hypnosis. The composition's goal is both absurdist and profound. Existing in complete contrast to the high-energy tempo of the fair, Cytter's audio piece allows for a moment of reprieve and self-awareness amongst the cacophonous crowd.

Cally Spooner (b. 1983, Ascot, UK)

Cally Spooner is well known for her live performances, novellas and films that investigate the philosophical underpinnings of language. For Frieze Sounds, Spooner will present a voiceover for an upcoming film project. This audio piece consists of a demanding, mechanical voice reciting arbitrary stage directions, constantly interrupted by an improvisatory jazz troupe. As the disruptions mount, the competition of the registers teeters between comedy and anarchy. Part unscripted radio drama and part jazz gig, the call-and-

response dialogue encourages viewers to contemplate their political agency in relation to the movement and behavior of language.

Hannah Weinberger (b. 1988, Filderstadt, Germany)

Hannah Weinberger investigates the impact of digitization on sound, employing technologies readily available online as artistic tools. Her audio works, with early titles such as *Social Network* (2009) and *Google* (2008-10), emphasize the ability of commerce and media to shape behavior through music. For *Frieze Sounds*, Weinberger will debut a new composition where the bass of the sound track is the frequency of the artist's own baby's heartbeat, which is then overlaid with field recordings, natural and artificial settings. By incorporating different layers of recordings, Weinberger expands the sensorial landscape of the fair, transforming immaterial ambience into a symphony of social interaction.

Frieze New York 2014

Frieze New York 2014 will present over 190 of the world's leading galleries, as well as a curated program of artist projects, talks and education activities. Frieze New York is housed in a bespoke temporary structure located in the unique setting of Randall's Island Park, overlooking the East River.

Further information on *Frieze Sounds* New York 2014 can be found at friezeprojectsny.org. This year's sound files will be available on the fair website as of May 8th, 2014.

For more information on BMW and Culture, please visit <http://www.bmwgroup.com/culture> and <http://www.bmwgroup.com/culture/overview>.

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, 119 MINI passenger car dealers, and 35 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.

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