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BMW to exhibit “Wild Style” and new works by Mazaccio & Drowilal at Paris Photo Los Angeles, as Official Partner of the Prestigious Art Fair.

Woodcliff Lake, NJ – April 13, 2015 . . . For Paris Photo’s third edition at the Paramount Pictures Studios in Los Angeles, BMW is proud to present artists Mazaccio & Drowilal, and a glimpse of their work “Wild Style,” the result of their BMW Residency, and their new series, Antépisode, made in California.

The BMW Residency was founded in 2011 from a common desire between BMW and the musée Nicéphore Niépce to support contemporary photography and its diffusion to the public. This program confirms BMW’s commitment to culture and the arts.

Every year since 2011, BMW France provides the space and support for emerging, talented photographers to produce and showcase their artwork. Through the BMW Residency program, BMW encourages the spread of their artwork to the widest audience possible by participating in different exhibitions as venues for the artists to showcase their work (Rencontres d’Arles, Paris Photo in Paris and Los Angeles), as well as by producing and disseminating a book and professional video that profile the artists and their work.

“The BMW artist-in-residence initiative has been supporting young photography for four years and strengthens the commitment as well as the tradition so essential to Paris Photo,” said Christoph Wiesner, Artistic Director of Paris Photo. “The residence offers both the support for creation and its spread to the widest audience. This is a fantastic opportunity provided every year to talented young artists and photographers. The prize-winners can pursue their exploration in new fields. We are very pleased to exhibit the works created by Mazaccio & Drowilal during their residency.”

Elise Mazac, alias Mazaccio, and Robert Drowilal became a photography team in 2006 when they realized their shared understanding of and appreciation for Conceptual art, cinema, and

American and Japanese photography. More than just a means of describing specific places or subjects, their photographs are also a stylistic venture influenced by their experiments with collage, photomontage and the digital.

"We are thrilled to extend the BMW artist-in-residency at the musée Nicéphore Niépce by presenting our work to the American art lovers at the prestigious Paramount studios, a mythic place, steeped in history and fiction," said artists Mazaccio & Drowilal.

Wild Style is a collection of images of animal life on various figures and objects – t-shirts, personalized mugs, various household items – meant to reify animal life in a way that renders the gap between reality and its representation in contemporary culture imperceptible.

Antépisode, their latest work, is the French translation for prequel. This project investigates the roots of IT and digital companies in Silicon Valley, California. In particular, it focuses on the materiality of these physical environments wherein the intangible lines of code, which changed the face of our world today, were born.

For more information on the artists and their works, visit their website [here](#).

In its 12th year of partnership with Paris Photo and third year with Paris Photo Los Angeles, BMW once again provides the VIP shuttle service with 7 Series vehicles, BMW's flagship sedan.

For more than 40 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on modern and contemporary art, jazz and classical music as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Mehta, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and factory plants.

The BMW Group takes absolute creative freedom in all its cultural activities – as this initiative is as essential for producing groundbreaking artistic work as it is for major

innovations in a successful business. Further information: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview.

Paris Photo Los Angeles

Paris Photo Los Angeles, the third US edition of the world's most celebrated art fair for works created in the photographic medium, will take place at Paramount Pictures Studios offering the ideal setting to explore how artists have been and are using photography and moving image in their work in the 20th and 21st centuries. The fair will be held May 1-2, 2015 from 12:00 to 7:00 pm and May 3 from 12:00 to 6:00 pm. For more information, please visit <http://losangeles.parisphoto.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; Designworks, a strategic design consultancy based 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 and X4 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, 146 BMW motorcycle retailers, 122 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.

Information about BMW Group products is available to consumers via the Internet at: www.bmwgroupna.com.

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