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As official partner of Frieze Art Fair, BMW provides BMW 7 Series shuttle service to exhibit Frieze Sounds Program.

Woodcliff Lake, NJ – May 4, 2015 . . . As a partner of Frieze Art Fair, BMW is pleased once again to present Frieze Sounds, a program of sound works that are premiered in the BMW 7 Series shuttle service at the fair. Programmed and curated by Cecilia Alemani, the Frieze Sounds program for 2015 will feature three specially commissioned audio works by artists Alicja Kwade, Sergei Tcherepnin and Xaviera Simmons, all of whom explore avant-garde composition, incorporating archive elements that use collage as a starting point.

“The cocoon of a luxurious BMW 7 Series is an ideal atmosphere to enjoy the BMW Frieze Sounds pieces,” said Ludwig Willisch, President and CEO of BMW of North America. “Showcasing these works of art in the VIP shuttles is a creative way to extend the art fair experience.” The works will also be accessible via a listening station inside the fair and streamed online at friezeprojectsny.org.

Frieze New York 2015 will take place May 14–17, 2015, with a preview day on May 13, presenting over 190 of the world’s leading galleries alongside a non-profit program of artist projects, sounds, 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.

Cecilia Alemani commented: “The artists taking part in this year’s Frieze Sounds program explore the medium of sound through collage techniques, by weaving together audio tracks, sound fragments and archival recordings from different sources and times. I look forward to seeing how visitors will interact with these newly commissioned sound tracks, either at the fair, in the VIP cars, or through the intimacy of their own headphones.”

Since 2004, BMW has powered Frieze Art Fair's VIP shuttle service in London. In 2012, BMW expanded its commitment to Frieze by providing BMW 7 Series for New York, operating a VIP service across Frieze New York, Frieze London and Frieze Masters.

The BMW 7 Series is the product of a self-assured design philosophy and consistent yet ever-evolving engineering artistry. The sedan owes its unique character to a number of innovations whose purpose is to make driving an 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.

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.

Frieze Projects New York is a non-profit organization, which was launched in 2011 a year ahead of the inaugural edition of Frieze New York. Frieze Projects New York oversees Frieze Projects, a program of site-specific artist projects in and around the fair, curated by Cecilia Alemani; Frieze Talks, a series of panel discussions and lectures taking place annually during the fair; and Frieze Sounds.

Frieze New York: Established in 2012 by the founders of frieze magazine, Matthew Slotover and Amanda Sharp, Frieze New York aims to create the ultimate art fair experience, with a

focus on living artists. The fourth edition of Frieze New York will feature over 190 of the world's leading contemporary galleries, with 63 participants from the fair's host city. Situated in Randall's Island Park, Frieze New York follows the establishment in 2003 of Frieze London, one of the world's most influential contemporary art fairs which takes place annually in Regent's Park, London. In 2012, Frieze also launched Frieze Masters, which coincides with Frieze London and is dedicated to art from ancient to modern. Frieze fairs are sponsored by Deutsche Bank.

Further information on Frieze Sounds New York 2015 can be found at friezeprojectsny.org.

BMW Group In America

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BMW 7 Series VIP shuttle service car, with Cecilia Alemani, curator of Frieze Sounds Program.



