

# BMW Group

## U.S. Press Information

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### **BMW to Debut Special BMW M2 Designed by International Contemporary Artist FUTURA 2000 at Frieze Los Angeles.**

- **The BMW M2 by FUTURA 2000 will debut on Thursday, February 13 at Paramount Pictures Studios' Backlot and inspire a special edition production M2 Competition later this year.**
- **BMW i and Soho House will also host an Art Talk, "Sights and Sounds," exploring the intersection of art and mobility, featuring FUTURA 2000 and Grammy award-winning recording artist Lupe Fiasco, and provide VIP courtesy transportation at the fair.**

**Los Angeles, Calif. – February 12, 2020...** BMW returns to Frieze Los Angeles on Wednesday, February 12, 2020 with a multifaceted program featuring a world premiere vehicle designed by international contemporary artist FUTURA 2000. BMW will also present an Art Talk with FUTURA 2000 and Grammy award-winning recording artist Lupe Fiasco, exploring the intersection of art and mobility. BMW's presence at Frieze Los Angeles is part of the company's continuing global partnership with Frieze and decades-long commitment to culture and the arts.

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**FUTURA 2000** has partnered with BMW's legendary M division to express his unique artistic vision via the BMW M2, hand-painting three special examples at BMW world headquarters in Munich. Futura, born Leonard Hilton McGurr, established himself as a pioneer when graffiti met the formal gallery ecosystem in the 1980s. He quickly became known for his radical approach on the street, introducing abstraction to an entirely letter-based discipline, and became part of a wider art movement that included the likes of Jean-Michel Basquiat, Keith Haring, and Dondi White. The **BMW M2 by FUTURA 2000** will make its world premiere at

Frieze Los Angeles on **Thursday, February 13 at 2:30 PM** at Paramount Pictures Studios' Backlot, and inspire a special edition production version to go on sale later this year.

### **Art Talk – “Sights and Sounds”**

**BMW i** and **Soho House** will continue their partnership and present an inspiring Art Talk titled “Sights and Sounds” on **Wednesday, February 12 at Soho Warehouse in downtown Los Angeles**. Grammy-award winning recording artist **Lupe Fiasco** joins **FUTURA 2000** to explore the intersection of art and mobility.

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### **About BMW Group Cultural Engagement**

For almost 50 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 contemporary and modern art, classical music and jazz 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, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have co-operated with BMW in a number of ways, including the legendary Art Car series, gallery partnerships, musical events and more. BMW Group affords partnering artists absolute creative freedom in all its cultural activities.

#### **Further information:**

**[www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/culture/overview](http://www.bmwgroup.com/culture/overview)**

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### **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 Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; technology offices in Silicon Valley and Chicago, and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 348 BMW passenger car and BMW Sports Activity Vehicle centers, 147 BMW motorcycle retailers, 121 MINI passenger car dealers, and 38 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.

**Journalist note:** Information about BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com). Follow BMW of North America on Instagram @BMWUSA, Twitter @BMWUSA and like BMWUSA on Facebook.

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