

Media Information

October 25, 2022

**On the occasion of Art Basel in Miami Beach 2022
Superblue and BMW i present Rafael Lozano-Hemmer:
"Pulse Topology".****3,000 lightbulbs to create an immersive chorus of heartbeats.**

Munich/Miami Beach. On the occasion of Art Basel in Miami Beach 2022 Superblue and BMW i will present Rafael Lozano-Hemmer's immersive installation "**Pulse Topology**". This collaboration invites visitors to enjoy the poetry of a human-centric approach to technological innovations and can be experienced at Superblue's space in Allapattah, Miami from November 2022 - August 2023. The exhibition will be complemented by a special art environment inside the BMW i7 by Lozano-Hemmer from November 28 - December 4.

Rafael Lozano-Hemmer, Superblue and BMW i share a vision to create forward looking experiences that look towards a sustainable future where art and technology can create human experiences for retreat, joy and social connection. A foremost principle for BMW i is creating a new understanding of luxury into an era that will be shaped by groundbreaking innovations in the fields of sustainability and digitalization. Central to this reinterpretation is the BMW i7 which has inspired the collaboration.

"Pulse Topology" in Miami Beach will be composed of 3,000 lightbulbs suspended at different heights, creating a series of crests and valleys – an intimate landscape that visitors are invited to traverse. Each lightbulb glimmers to the pulse of a previous participant. Custom-made pulse sensors record visitors' new heartbeats; when a participant interacts with the installation, their pulse is added to the canopy of recordings above them, replacing the oldest recording. Forming a platform for self-representation, in "Pulse Topology" individual heartbeats come together to create an immersive chorus of light and sound.

Inspired by conversations with BMW engineers and designers, Lozano-Hemmer and his studio will use the same technology as in "Pulse Topology" to activate the BMW i7's interior with a visitor's heartbeat

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tangible in light, sound and graphics.* This symbiotic relationship can be seen as an extension of the i7's use of light to create a meaningful connection with its driver.

Experience Rafael Lozano-Hemmer: "Pulse Topology" and the art environment inside the BMW i7:

November 28 - December 4, 2022

Superblue Miami, 1101 NW 23 Street, Miami, FL 33127, USA

Opening Hours: Monday-Thursday, 11am-7pm
 Friday-Saturday, 10am-8pm
 Sunday, 10am-7pm

Rafael Lozano-Hemmer: "Pulse Topology" is available for public viewing from November 2022 - August 2023.

***Consumption and emissions figures:**

BMW i7 xDrive60: Power consumption in kWh/100 km (combined, WLTP): 19.6 – 18.4;
Electric range in km (WLTP): 591 – 625; CO2 emissions: 0 g/km.

If you have any questions, please contact:

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About Rafael Lozano-Hemmer

Rafael Lozano-Hemmer (born in Mexico City 1967, lives and works in Montréal, Québec, Canada) was the first artist to officially represent Mexico at the Venice Biennale in 2007 with a solo exhibition at Palazzo Van Axel. He has also exhibited in dozens of other biennials including Sydney, Liverpool, Shanghai, Havana, Istanbul, Kochi and Singapore. In

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the past few years, Lozano-Hemmer has been the subject of 13 solo exhibitions worldwide, including a major show at the Hirshhorn Museum in Washington DC, the inaugural show at the AmorePacific Museum in Seoul, and a mid-career retrospective co-produced by the Musée d'Art Contemporain de Montréal and SFMOMA. Notable projects include Border Tuner (2019), interactive light "bridges" that enabled conversations between communities on either side of the US/Mexico border; Cloud Display (2019), a voice-recognition fountain that writes texts in midair using cold water vapor and A Crack in the Hourglass (2021), an "anti-monument" where photographs of those who lost their lives to COVID-19 are drawn in hourglass sand, creating an ever-changing memorial that honors both the collective and the individual, currently on view at the Brooklyn Museum of Art.

Lozano-Hemmer has received multiple awards including two BAFTA British Academy Awards for Interactive Art (2002 and 2003), a Bauhaus Award (2002), a Golden Nica (2000), a Trophée des Lumières (2004) and the Governor General's Award in Visual and Media Arts (2015). His work is in the permanent collections of MoMA and the Guggenheim, New York; SFMOMA, San Francisco; Fundación Jumex and MUAC, Mexico City; and Tate, London.

About Superblue

Superblue is a ground-breaking venture dedicated to supporting artists in realizing their most ambitious visions and engaging audiences with experiential art. Its network of artists encompasses the leading practitioners of experiential art, whose practices catalyze engagement with the most pressing issues of our time and generate new perspectives on our world. Through its experiential art centers, which are specifically designed for presenting large-scale, immersive art installations, Superblue provides artists with expanded opportunities to transport audiences to the new worlds they create. Superblue additionally acts as an advocate and agent for experiential artists by fostering opportunities for them to expand the reach of their work through collaborations with museums, collectors, visual and performing arts festivals, architects, municipalities, and place-makers. Superblue provides these partners with unparalleled expertise and support for the production, installation, and presentation of large-scale experiential works, through collaborative presentations, public and private commissions, and acquisitions. In the coming years, Superblue will open new experiential centers across the U.S. and internationally.

For more information about Superblue, visit superblue.com or follow [@superblue.art](https://twitter.com/superblueart) on Instagram and [@superblueart](https://twitter.com/superblueart) on Twitter.

BMW Group Cultural Engagement

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Why Culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, even unsettling sometimes. As corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been involved in hundreds of cultural initiatives worldwide for over half a century, both in the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and as essential for groundbreaking works as it is for major innovations within a business enterprise like ours.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/overview

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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