

BMW of North America U.S. Press Information



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BMW is official partner of Art Basel in Miami Beach 2022. On the occasion Superblue and BMW i will present Rafael Lozano-Hemmer: “Pulse Topology”.

- **BMW returns as official partner for the 20th anniversary of Art Basel Miami Beach from December 1 to 3, 2022.**
- **“Pulse Topology” is inspired by a shared vision of a sustainable future where art and technology can create human experiences for retreat, reflection, joy, and social connection.**
- **Interactive exhibit at Superblue Miami to feature the first-ever, fully electric BMW i7 sedan.**

Woodcliff Lake, NJ – November 17, 2022... BMW continues its longstanding partnership with Art Basel, returning as an official partner for the 20-year anniversary of Art Basel Miami Beach from December 1 to 3, 2022. The fair’s largest presence in Miami Beach to date will bring 282 premier galleries together to feature an exceptional array of art and new perspectives from the region. BMW will present Rafael Lozano-Hemmer’s immersive art installation “Pulse Topology” at the Superblue Miami center in Allapattah, where the artist’s interactive pulse treatment in the first-ever, fully electric BMW i7 will also be on view from November 28 to December 4, 2022. As a global partner of Art Basel for 18 years at shows in Basel, Miami Beach, Hong Kong and Paris, BMW will once again offer a VIP car service for attendees.

Since its launch in 2002, Art Basel in Miami Beach has served as a dynamic platform uniquely bridging the art scenes of North and South America, Europe, and beyond. The edition marking its 20th anniversary will be the largest to date, featuring 282 exhibitors from 38 countries and territories. In addition to its Galleries, Positions, Nova, Survey,

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and Edition sectors, the fair will host 20 large-scale projects as part of the Meridians sector, 29 curated installations within exhibitors' booths in the Kabinett sector, as well as nine panels with leading art world voices in its renowned Conversations series.

On the occasion of Art Basel's show in Miami Beach, BMW i presents an off-site activation together with Superblue: Rafael Lozano-Hemmer's immersive art 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 Miami from November 17, 2022 - August 2023. The exhibition will be augmented by an interactive experience presented by BMW inside the all-new fully electric BMW i7 from November 28 - December 4, 2022, during Art Basel in Miami Beach.

Rafael Lozano-Hemmer, Superblue and BMW i share a vision of a sustainable future, where art and technology can create human experiences for retreat, reflection, joy, and social connection. A foremost principle for BMW i is creating a new understanding of luxury in 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.

"Over the past 50 years, BMW has collaborated with some of the most creative and inspiring artists in the world," said Marcus Casey, Vice President of Marketing, BMW of North America. "These engagements are more than just a way to showcase our brand, but an opportunity to authentically engage with new audiences." Casey continued: "We are thrilled to work with Rafael Lozano-Hemmer and Superblue Miami to present an artistic extension of Pulse Topology in the all-new BMW i7 during Art Basel in Miami Beach this year."

With this presentation, BMW i and Superblue build on their collaborative work at the junction of immersive experiences, art, and technology. Forming a platform for self-representation, in "Pulse Topology" individual heartbeats come together to create an immersive chorus of light and sound. Translating an interior force to an exterior form, Lozano-Hemmer makes tangible the otherwise invisible register of the heartbeat, which glows and then fades in the spirit of a memento mori. Lozano-Hemmer's visionary application of biometrics in new, unexpected contexts reveals the creative potential of cross-disciplinary collaborations between the spheres of art and science.

"Superblue is thrilled to continue our collaboration with BMW i in bringing Rafael Lozano-Hemmer's Pulse Topology to Miami as part of our Suspension Program. Lozano-Hemmer's fascination with the relationship between art and technology to create a sustainable future for discovery and community engagement is thoughtfully reflected in this exhibition," said Superblue Co-Founder and Chief Executive Officer Mollie Dent-Brocklehurst. "By visualizing the invisible, the human heartbeat, participants are able to see something that can only be felt, creating a moment of social connection that is intimately human," adds Dent-Brocklehurst.

"Pulse Topology" is 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. Translating an interior force to an exterior form, Lozano-Hemmer makes tangible the otherwise invisible register of the heartbeat, which glows and then fades in the spirit of a memento mori.

Inspired by conversations with BMW engineers and designers, Lozano-Hemmer and his studio will harness the technology behind "Pulse Topology" to visualize visitors' heartbeats through light, sound, and graphics as they sit inside the first-ever fully-electric BMW i7 sedan. 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 interactive art environment inside the BMW i7:

November 28 - December 4, 2022

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

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

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About Art Basel

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, Hong Kong, and Paris. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel's engagement has expanded beyond art fairs through new digital platforms and new initiatives such as The Art Basel and UBS Global Art Market Report, Intersections: The Art Basel Podcast and The BMW Art Journey. The Financial Times is its global Media Partner. For further information, please visit www.artbasel.com

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 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 realising their most ambitious visions and engaging audiences with experiential art. Its network of artists encompasses the leading practitioners of experiential art, whose practices catalyse 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. Superblue Miami is Superblue's inaugural flagship experiential art center, and in the coming years, Superblue will open new experiential centers across the U.S. and internationally.

For more information about Superblue, visit www.superblue.com or follow @superblue.art on Instagram and @superblueart on Twitter.

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; a technology office in Silicon

Valley 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 350 BMW passenger car and BMW Sports Activity Vehicle centers, 146 BMW motorcycle retailers, 105 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 the BMW Group and its products in the USA is available to journalists online at www.bmwusanews.com , www.miniusanews.com and www.press.bmwna.com.

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