



**For Release:** November 28, 2023

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## **BMW and Alex Israel to Unveil AI-Powered Installation “REMEMBR” at Art Basel Miami Beach 2023.**

- **BMW returns as official partner for the 21<sup>st</sup> edition of Art Basel Miami Beach from December 8 to 10, 2023.**
- **“REMEMBR” guides visitors on a journey through time and memory in a captivating fusion of art and technology.**
- **The interactive exhibit inside the Art Basel Miami Beach Collectors Lounge will feature the first-ever, 100% electric BMW i5 sedan.**

**Woodcliff Lake, NJ – November 28, 2023...** BMW continues its longstanding partnership with Art Basel, returning as an official partner for the 21-year anniversary of Art Basel Miami Beach from December 8 to 10, 2023. On the occasion, BMW is collaborating with artist Alex Israel to present “REMEMBR”, an AI-powered participatory video installation that guides visitors on a journey through time and memory in a captivating fusion of art and technology. The new fully electric BMW i5 played a fundamental role in inspiring Israel for this project. As a global partner of Art Basel for 19 years at shows in Basel, Miami Beach, Hong Kong and Paris, BMW will once again offer a VIP car service for attendees.

Alex Israel is a renowned contemporary artist based in Los Angeles, known for his innovative and thought-provoking work that often explores the intersection of popular culture, art, and technology. His body of work, which includes paintings, sculptures, and mixed-media installations, frequently draws inspiration from the vibrant culture and iconic imagery of his hometown. Israel's unique artistic perspective allows him to

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capture the zeitgeist of modern life in a way that is both insightful and engaging, while exploring the boundaries of what art can be in the digital age.

"It was a true pleasure to meet with Alex in Munich and explore the BMW i5 together. His fascination with our latest innovation mirrors our shared commitment to blending the worlds of technology, design, and art to pursue something truly extraordinary. The BMW i5 is a vehicle that not only moves you physically but emotionally and imaginatively, much like Alex's art," said Domagoj Dukec, Head of BMW Design.

Israel worked closely with BMW to develop AI technology that will collect, filter, compose and choreograph the visitor's phone's camera content. In an immersive installation across seven custom-designed screens at Art Basel Miami Beach, guests will be invited to discover the hyper-memories of Alex Israel and, equally, share their own in real time.

"Working on 'REMEMBR' with BMW has been an incredible learning experience. The electric BMW i5 played a significant role in the conception of this project," said Alex Israel. "I always say that my real studio is my car. I get most of my ideas while I'm driving around LA and my memories stream and fuse with my imagination to bear new ideas as the radio shuffles and the city passes me by. The BMW i5, with its AI technology and My Modes feature, resonated for me as a milestone in the evolution of human-machine relationships. The BMW i5 is a memory-making tool that encourages discovery, anticipates human need, and tailors experience to each individual driver. Similarly, our phones have also helped to close this gap, evolving from mere communication devices into digital diaries—extensions of our memories and external hard drives in our pockets. 'REMEMBR' asks: what if we could revisit and share all these memories in an engaging way? This project is a testament to the power of technology in shaping our memories and experiences, and I'm excited for visitors to explore it and themselves this December at Art Basel in Miami Beach," continued Israel.

"As we've done for more than half a century, forging meaningful connections with world-renowned artists—and by extension art lovers everywhere—is a great way for BMW to reach new audiences while promoting the creative spirit that drives our brand forward and inspires us all," said Marcus Casey, Chief Marketing Officer, BMW of North

America. "We're delighted to collaborate with Alex Israel on this project that seamlessly blends technology and design, much like the first-ever 100% electric BMW i5".

"REMEMBR" reflects BMW's commitment to innovation and design, which are key features of the new BMW i5. The latest BMW 5 Series is dynamic, digital, and now with the addition of the BMW i5, also fully electric. The BMW i5 embodies personal expression and represents the joy of moving forward with an empowering mindset. The BMW My Modes feature found inside the BMW i5 activates different sensory environments at the touch of a button, creating a human centric approach to the use of technology.

### **Experience "REMEMBR" and the 100% electric BMW i5:**

December 8 - December 10, 2023

BMW Lounge at Art Basel Miami Beach Collectors Lounge

Miami Beach Convention Center, 1901 Convention Center Drive, Miami FL 33139

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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](http://www.artbasel.com)

#### **About Alex Israel (b. 1982, Los Angeles, CA)**

For the last decade, Israel's art has embraced pop-culture as a global language. Trafficking in the invisible stardust of Hollywood and the detritus of film production—backdrops, sets and props—while riding the wave of the Internet and social media—as online talk-show host, eyewear and clothing designer, filmmaker and hologram—Israel's art practice doubles as a brand, centered around a Southern Californian millennial lifestyle for which his iconic profile-in-shades-logo becomes a sly emblem, mobilized across high-visibility platforms from the worlds of art, entertainment, fashion and tech. Embedded within each of Israel's endeavors is not only a landscape (of LA) and a portrait (of himself), but a cool and savvy meditation on a world fueled by celebrity, product placement and influence. A sort of sphinx behind dark lenses, the artist provokes an interrogation of the role of contemporary art in this new world.

Israel earned a B.A. from Yale University, Connecticut, and an M.F.A. from University of Southern California, Roski School of Fine Arts, Los Angeles. Israel's works are included in major museums and private collections worldwide, including: Los Angeles County Museum of Art; Moderna Museet, Stockholm; Whitney Museum of American Art, New York; Museum of Modern Art, New York; Centre Georges Pompidou, Paris; Museum Boijmans Van Beuningen,

Rotterdam; The Israel Museum, Jerusalem; Museum of Contemporary Art, Los Angeles; and Solomon R. Guggenheim Museum, New York.

### **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](http://www.bmwusanews.com) , [www.miniusanews.com](http://www.miniusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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