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BMW Art Journey Shortlist Announced during Art Basel Hong Kong

#15 BMW V12 LMR by Jenny Holzer (1999) Displayed at Art Basel Hong Kong Official VIP BMW 7 Series Limousine Available at Limited Special Offer

HONG KONG, March 17, 2015 - The BMW Group has been a patron of arts and culture around the world for over four decades, and is excited to once again be part of Art Basel in Hong Kong, the premier Modern and contemporary art fair throughout Asia. This year, BMW is proud to present the #15 BMW Art Car, the BMW V12 LMR designed by Jenny Holzer at the third edition of Art Basel in Hong Kong, and provide the BMW 7 Series limousine to escort artists and collectors from around the world during the event.

During this year's edition of Art Basel in Hong Kong, Art Basel and BMW presented the first iteration of their joint initiative to recognize and support emerging artists worldwide – the BMW Art Journey. Like a mobile studio, the BMW Art Journey can take artists almost anywhere in the world to develop new ideas and envision new creative projects. On March 14, an international expert jury announced a shortlist of three artists showing in Discoveries, the sector for emerging artists at Art Basel's Hong Kong show.

BMW 7 Series: The Official Limousine of Art Basel Hong Kong and Escort for VIPs
With its captivating allure, innovative technology and luxurious equipment, the BMW 7 Series limousine has served as designated VIP vehicle at a number of international events. The BMW 7 Series is renowned for its superior performance, exquisite and elegant interior design, refined body contour, and a 3-litre in-line 6-cylinder BMW TwinPower Turbo engine with an 8-speed Steptronic Automatic Gearbox to give an output of 320hp and 450Nm. The attractive features, together with Multifunctional Instrument Display, Automatic Air-conditioning with 4-zone control as well as Massage function in passenger seats, BMW EfficientDynamics technology, and Bluetooth & USB devices and Music interface for smartphones, combine to result in an unparalleled experience of exquisite luxury for both drivers and passengers, not to mention exceptionally high performance. **After the event, the fleet of BMW 7 Series limousines for escorting VIPs will be available for sale starting from HK$998,000 on a first-come-first-served basis. Don't miss this opportunity to own the prestigious BMW 7 Series limousine.**

Art Basel and BMW send artists on journeys of creative discovery
First Shortlist for the BMW Art Journey Announced

On March 14, an international expert jury announced the following shortlist of three artists showing in Discoveries, the sector for emerging artists at Art Basel's Hong Kong show:

Mika Tajima, at Eleven Rivington, New York
Mika Tajima was born in 1975, in Los Angeles, and currently lives and works in Brooklyn, New York. She employs painting, sculpture, textiles, video, sound and performance in her practice and draws on inherent contradictions in design, engineering and architecture to consider the organization and experience of collective production. Tajima has exhibited widely in the last 10 years and her solo projects and commissions for institutions include the Swiss Institute, New York; The Kitchen, New York; Bass Museum of Art, Miami; Aspen Art Museum, Colorado; Seattle Art Museum, WA; and Art in General, NY. In her Art Basel project Mika Tajima presents an all-encompassing installation of new works based on an idealized workspace and showroom.

Trevor Yeung, at Blindspot Gallery, Hong Kong
Trevor Yeung, born in 1988 in China, lives and works in Hong Kong. He graduated from the Academy of Visual Arts at Hong Kong Baptist University in 2010. Yeung uses botanic ecology, horticulture, photography and installations as metaphors that reference the emancipation of everyday aspirations towards human relationships. In 2014, Yeung participated in a group exhibition at Witte de With in Rotterdam, the Netherlands, and at the Shanghai Biennale, China. In his presentation at Art Basel Yeung will exhibit photography-based works from his series *Sleepy Bed* and *Enigma*.

Samson Young, at am space, Hong Kong
Born in 1979, in Hong Kong, Samson Young studied music, philosophy and gender studies at the University of Sydney and holds a Ph.D. in Music Composition from Princeton. In 2013 Young was named 'artist of the year' (media artist) by the Hong Kong Arts Development Council. Young participated in the Asia Triennial Manchester, the Moscow Biennale of Young Art, and also at group exhibitions at Kunsthalle Winterthur, Switzerland, Today Art Museum, Beijing and Taipei Contemporary Art Museum, Taiwan. In his Art Basel project 'Pastoral Music', presented by am space, Young combined his research into Hong Kong's involvement in the Second World War and artists' roles in warfares in general into a setting that includes graphic musical scores and sound compositions.

The three shortlisted artists now have time until the end of April to develop their proposals of the journey of their dreams, with the winner being announced in the early summer of 2015.

The distinguished experts who conducted the judging in Hong Kong were:
Richard Armstrong, Director Solomon R. Guggenheim Museum, New York
Claire Hsu, Director Asia Art Archive, Hong Kong
Matthias Mühling, Director Städtische Galerie im Lenbachhaus, Munich
Shwetal Patel, Curator, India
Pauline J. Yao, Curator Visual Art M+, Hong Kong

In collaboration with the winning artist, the journey will be documented and shared with the public through publications, online and social media. For further information, please visit www.bmw-art-journey.com.

Jenny Holzer's Art Car as Rolling Sculpture
Since 1975, renowned artists have been using BMW vehicles as their canvas. Starting with the first-ever BMW Art Car BMW 3.0 CSL by Alexander Calder (1975), the BMW Art Car Collection has gradually grown in size and reputation around the world. With Art Cars designed by world-renowned artists such as Andy Warhol, Roy Lichtenstein, and Jeff Koons, the collection has travelled the world and been included in exhibitions at high-profile venues such as the Louvre in Paris and the Guggenheim Museum in New York.

This year's chosen BMW Art Car at Art Basel in Hong Kong is the BMW V12 LMR, created by Jenny Holzer in 1999. The daughter of a car dealer, Holzer was born in Gallipolis, Ohio, and has had a long relationship with automobiles. The vehicle, equipped with a 12-cylinder V induction engine with 5,990.5cc displacement and power output of 580 bhp for a top speed of 340km/h, has been transformed by Holzer into a mobile piece of art that provokes reflective thoughts. Featuring six short texts from her Truisms and Survival series, such as "PROTECT ME FROM WHAT I WANT", the car took part in the pre-qualifying race in Le Mans in May 1999, where it was presented to an international racing public.

Staying true to motor racing design, Jenny Holzer keeps the distinctive blue and white colours for the signature BMW scheme. She used chrome letters to reflect the sky under daylight and light absorbing paint that emits a blue glow at night – thus visible around the clock for the 24-hour marathon race.

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About Art Basel
The third edition of Art Basel in Hong Kong will feature 233 premier galleries, from 37 countries and territories from Asia, Europe, the Americas and the rest of the world and more than 3,000 artists, ranging from young emerging artists to the Modern masters from both Asia and the West from the 20th and 21st centuries. With around 50 percent of galleries having exhibition spaces in Asia and the Asia-Pacific region, Art Basel underlines its commitment to showcasing the best art from the region. The show will include for the second time a Film sector, curated by Li Zhenhua, and hosted in collaboration with the Hong Kong Arts Centre. Alexie Glass-Kantor will curate Encounters, the sector for large-scale sculptural and installation pieces, for the first time this year. Art Basel in Hong Kong, whose Lead Partner is UBS, will take place from Sunday, March 15, to Tuesday, March 17, 2015 at the Hong Kong Convention and Exhibition Center.

www.artbasel.com/en/Hong-Kong

Over 40 Years of Worldwide Cultural Commitment
For more than 40 years, the BMW Group has initiated and engaged in over 100 cultural partnerships around the world. The company is committed to supporting the development of 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 Metha, Daniel Barenboim and Anna Netrebko have cooperated 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 plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York. The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

For more information, please visit www.bmwgroup.com/culture

BMW Art Car Collection
When the first Art Car took part in the Le Mans 24-hour race in 1975, nobody knew where the journey would end, but the trend has endured and is set to continue on into the future. The BMW Art Car Collection has grown over 40 years to include a total of 17 mobile works of art. Designed by outstanding artists of their time, the Art Cars are now a priceless commodity of the BMW Group and have been included in exhibitions all over the world, from the Louvre in Paris to the Guggenheim Museum in New York.

For more details on the BMW Art Car Collection, please visit our website:
http://en.bmw-art-cars.de
http://bmw-artcartour.com

「寶馬藝術之旅」(BMW Art Journey) 首輪入圍名單於香港巴塞爾藝術展期間隆重公佈

#15 BMW V12 LMR by Jenny Holzer(1999)於香港巴塞爾藝術展展出指定貴賓用車BMW 7 Series 豪華轎車推出限量特選優惠

香港, 2015年3月17日 – BMW一直致力支持全球文化及藝術發展活動，今年繼續成為巴塞爾藝術展香港展會 (Art Basel in Hong Kong) 官方汽車合作夥伴支持這城中一年一度的藝術盛事。作為官方汽車合作夥伴，BMW今年於香港展會展出由美國藝術家Jenny Holzer設計的 #15 BMW V12 LMR，並為大會提供BMW 7 Series豪華轎車於展會期間接載來自世界各地的藝術家及收藏家。

此外，在本年度的香港巴塞爾藝術展上，寶馬集團與巴塞爾藝術展將首度聯合推出名為「寶馬藝術之旅」(BMW Art Journey) 的創新項目，表揚及支持全球各地的藝壇新星，讓藝術家能踏足世界不同角落，吸取最新靈感，創造令人眼前一亮的創意項目，彷彿置身流動工作室一樣。國際專業的評審委員會於3月14日公佈三位在藝術探新 (Discoveries) 展區內參展的藝術家入圍本年度寶馬藝術之旅名單。藝術探新展區為香港巴塞爾藝術展特別為藝壇新貴而設的展覽平台。

BMW 7系成為巴塞爾藝術展香港展會官方指定汽車並接載活動貴賓
BMW 7 Series豪華轎車以懾人魅力、創新技術及豪華裝備多次成為各項國際盛事的指定貴賓用車。BMW 7系憑藉其一貫優越性能、精緻豪華的車廂設計、優雅脫俗的車身線條、3公升直列六汽缸BMW TwinPower Turbo引擎搭配八前速Steptronic自動波箱的嶄新傳動組合，輸出最高320hp馬力及高達450Nm扭力，加載多功能彩色儀錶板及特選配備例如4區分離式恆溫空調系統，並配合BMW EfficientDynamics高效環保科技、後座椅按摩功能及藍芽免提裝置連USB連接介面等等，無論駕乘享受及動力表現都達至完美和諧。展覽完滿結束後，一系列負責接載賓客的BMW 7

Series 將會以港幣998,000元起以先到先得方式限量配售，請即把握機會成為BMW 7 Series尊尚車主。

寶馬集團與巴塞爾藝術展為藝術家開展創意之旅
寶馬藝術之旅首輪入圍名單

國際評審委員會於3月14日公佈三位在藝術探新（Discoveries）展區內參展的藝術家入圍本年度寶馬藝術之旅名單，包括：

Mika Tajima，由Eleven Rivington呈獻，紐約
Mika Tajima於1975年生於洛杉磯，現於紐約布魯克林生活及工作。她擅長以油畫、雕塑、布料、錄像、聲音及表演來表達藝術靈感，並巧妙地揭示了設計、工程、建築之間的微妙矛盾，表達出集體生產過程中的組織及體驗。Tajima在過去10年活躍於各大展覽，舉辦多次個人展覽，並獲不同機構委約舉行展覽，包括：紐約Swiss Institute、紐約The Kitchen、邁阿密巴斯藝術博物館（Bass Art Museum）、科羅拉多州Aspen Art Museum、華盛頓西雅圖博物館（Seattle Art Museum），以及紐約Art in General。

楊沛鏗，由刺點畫廊呈獻，香港
楊沛鏗於1988 年出生於中國，現在香港工作及居住。他於 2010 年畢業於香港浸會大學視覺藝術學院。楊沛鏗採用植物生態、園藝、攝影和裝置作隱喻，解放對人際關係的反思。在2014年，他分別在荷蘭鹿特丹Witte de With 當代藝術中心及上海雙年展舉行群展。

楊嘉輝，由am space呈獻，香港
楊嘉輝在1979年出生於香港，並在悉尼大學攻讀音樂、哲學及性別研究學位，更榮獲普林斯頓大學頒發哲學博士（音樂創作）學位。2013年楊嘉輝獲香港藝術發展局挑選為年度藝術家，又參與在瑞士Kunsthalle Winterthur、北京今日美術館及台北當代藝術博物館舉行的群展。 於2015年香港巴塞爾藝術展展出的作品《Pastoral Music》，展示了他對香港對第二次世界大戰參與的研究，又探討了藝術家在戰爭中的角色，借助劇場場景及即場聲效表演來表達箇中奧秘。

由現在起至四月底，三位入圍藝術家可繼續發揮創意，準備計劃書，豐富他們夢想中的藝術之旅，得獎結果將於2015年初夏正式公佈。

寶馬與巴塞爾藝術展榮譽呈獻香港展會評審委員會名單：
Richard Armstrong（紐約古根漢美術館總監）
徐文玠 Claire Hsu（香港亞洲藝術文獻庫總監）
Matthias Mühling（慕尼黑Lenbachhaus美術館總監）
Shwetal Patel（印度策展人）
姚嘉善 Pauline J. Yao（香港M+視覺藝術博物館策展人）

大會將與得獎藝術家緊密合作，紀錄整個藝術之旅的精彩過程，並透過出版、網絡發佈及社交媒體與公眾分享。如欲瞭解更多詳情，請登入www.bmw-art-journey.com

Jenny Holzer的移動藝術創作—BMW ART CAR
自1975年起，BMW一直與世界知名的藝術家合作，以BMW汽車作為畫布，發揮藝術創意。1975年，Alexander Calder創作了首台BMW Art Car — BMW 3.0 CSL，至今BMW Art Car系列已不斷開支散葉，在環球藝壇享負盛名。大師級藝術家如Andy Warhol、Roy Lichtenstein和Jeff Coons等已先後創作極具個人風格的BMW Art Car，亦到過世界各地巡迴展出，參與大型藝術展，如巴黎羅浮宮和紐約古根漢博物館等展覽。

今年亮相巴塞爾藝術展香港展會的是由Jenny Holzer於1999年創作的第15代BMW Art Car — BMW V12 LMR。Holzer生於美國俄亥俄州加利波利斯（Gallipolis），父親是一位汽車經銷商，因此她自小已和汽車建立深厚關係。她的「畫布」是一台配備5,990.5 c.c. V12增壓引擎的BMW V12 LMR，馬力高達580 bhp，極速可達340km/h。Holzer把這賽車打造成一件發人深省的移動藝術作品，在車身加入出自她的《常理及生存》作品系列（Truisms and Survival series）的六組英文字：「遠離我所欲」（PROTECT ME FROM WHAT I WANT）。這台賽車會參與1999年5月的勒芒排位賽，並於當時首次呈現於全球賽車迷的眼前。

Jenny Holzer的創作手法忠於賽車設計，保留鮮明的藍、白BMW的標誌性配色作車身顏色；並巧妙運用鍍鉻字母，在日光下反照出天空的色彩，而鍍鉻字母上的塗料亦可吸收光線，在夜間綻放奪目藍光，令賽車在馬拉松式的勒芒24小時耐力賽中，全程贏盡觀眾目光。

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關於巴塞爾藝術展
第三屆巴塞爾藝術展香港展會將展出233家頂級藝廊的展品，參展藝廊分別來自亞洲、歐洲、美洲及其他地區共37個國家，展品網羅逾3,000位20與21世紀亞洲及西方的藝壇新星與藝術大師之作。逾半數參展藝廊於亞洲及亞太地區擁有展覽空間，顯示巴塞爾藝術展致力呈現區內的一流藝術作品。香港展會將再次設立光映現場（Film）展區，由李振華傾力策展，並與香港藝術中心攜手舉辦。藝聚空間（Encounters）更首次由Alexie Glass-Kantor擔任策展人，展出大型雕塑及裝置藝術作品。巴塞爾藝術展香港展會的主要合作夥伴為瑞銀集團，展會將於2015年3月15日（星期日）至3月17日（星期二）假香港會議展覽中心舉行。

www.artbasel.com/en/Hong-Kong

BMW貢獻藝壇逾40年 支持多元化藝術活動
過去40多年間，BMW在世界各地開展並參與超過100項文化計劃。集團一直致力支持發展長遠的現代和當代藝術，爵士和古典音樂，及建築和設計。1972年，藝術大師Gerhard Richter為BMW集團的慕尼黑總部大堂創作了三幅大型畫作，自此，BMW不斷與著名藝術家如Andy Warhol、Roy Lichtenstein、Olafur Eliasson、Jeff Koons、Zubin Metha、Daniel Barenboim和Anna Netrebko等合作，亦邀請著名建築師如Karl•Schwanzer、Zaha Hadid和Coop Himmelb(l)au設計室等執筆設計各主要建築物和廠房。2011年，BMW集團慶祝與古根漢博物館(Guggenheim Museum）及古根漢基金會(Solomom R. Guggenheim Foundation）於紐約盛大開幕BMW古根漢實驗室(BMW Guggenheim Lab）。BMW給予公司參與的所有文化活動享有絕對的創作自由，亦創造突破性的藝術作品，也是重大商業創新不可或缺的因素。

有關詳情請瀏覽：www.bmwgroup.com/culture。

BMW Art Car 系列