

Media Information
April 23, 2024

Swedish artist Katrin Westman creates this year's mobile artwork at Market Art Fair. Initiative is inspired by the famous BMW Art Car series.

Munich/Sweden. For the second year in a row, electric BMW cars dressed in the work of a Nordic artist can be seen around Stockholm. During this year's Market Art Fair, 17-19 May, the BMW cars designed by Swedish artist Katrin Westman will be used to drive guests to and from the fair. The idea for the initiative comes from the global BMW Art Car project, where famous artists have been applying their artworks on cars since 1975. For the second time, a Nordic artist has been selected and given the freedom to express their art on the BMW cars that will be used as shuttle cars during the days of the exhibition.

"Combining art and mobility has always been a passion for BMW. The collaboration with Market Art Fair gives us a unique opportunity to support young Nordic artists while emphasising our commitment to art and culture", says Johanna Kriisa, CEO of BMW Sweden.

Mobile artwork on the streets of Stockholm

The artist behind this year's winning entry "Wetland" is Katrin Westman (GSA Gallery, SE), known for her sensual and abstract artwork inspired by the Baroque and revolving around a dramatic and rich colour palette.

The mobile artworks displaying Katrin's distinctive aesthetic will also be displayed outside Liljevalchs during the fair weekend.

"I believe that art can reach a wider audience through this kind of meeting. Industrial designers and artists work for different purposes, but both work creatively. There are things to learn from each other, but only time will tell exactly what and where it will lead", says Katrin Westman.

Last year's winner was Swedish-ethnic artist Siiri Jüris (Galleri Duerr, SW), but the idea of having Nordic artists' work adorn BMW cars comes from the BMW Art Car project, which has been running since 1975.

Media Information

Date

April 23, 2024

Subject

Swedish artist Katrin Westman behind this year's mobile artwork at Market Art Fair.

Page

2

"BMW has a long history of global cultural engagement. To be able to collaborate with such a natural partner and together promote a young artist and bring the art into the city in the form of mobile artworks feels fantastic", says Petra Stenvall-Thompson Partnership Manager Market Art Fair.

The history of BMW Art Cars

For almost 50 years, BMW has allowed world-renowned artists to express their art using the car as a canvas. The idea of collaborating with prominent artists to transform cars into rolling works of art began when, in 1975, French racing driver Hevré Poulain came up with the idea of letting an artist, Alexander Calder, use the racing car as a canvas to paint a piece of art. No one could have predicted then that they were making modern art history and that the car would be the start of the BMW Art Car project.

Many world-famous artists have followed in Calder's footsteps, including , Roy Lichtenstein, Andy Warhol, David Hockney, Jenny Holzer, Cao Fei, Esther Mahlangu and Jeff Koons to name but a few. This spring, the car of the twentieth artist, Julie Mehretu, will compete at the 2024 Le Mans 24-hour race. Known for her abstract paintings, Mehretu is considered one of the most influential artists of her generation.

Media Information

Date April 23, 2024

Subject Swedish artist Katrin Westman behind this year's mobile artwork at Market Art Fair.

Page 3

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About Katrin Westman

Katrin Westman was born in Örebro in 1987 and lives and works in Östra Ämtervik. In the summer of 2015, she graduated with a master's degree in fine art from the Umeå Academy of Fine Arts after studying painting at the Pernby Painting School in Stockholm. She is represented by collections across the country and has had exhibitions at the Vida Museum, Eskilstuna Art Museum and Olle Nyman's Ateljéer och Konstnärshem. In 2015 she was awarded a scholarship from the Anna-Lisa Thomson Memorial Foundation and in 2018 she was awarded a travel and study grant from the Carl-Axel Vallén Foundation. Katrin is represented by the Swedish GSA Gallery.

BMW Group Cultural Engagement

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Media Information

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Subject Swedish artist Katrin Westman behind this year's mobile artwork at Market Art Fair.

Page 4

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

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In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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