



Press and Corporate Affairs

Media Information
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A Window to the World of Art: BMW strengthens its cultural engagement in India by partnering with the seventh edition of India Art Fair.

New Delhi. BMW India has partnered with the seventh edition of India Art Fair and is the exclusive mobility partner for the event. India Art Fair is South Asia's leading art fair for modern and contemporary art to be held from 29 January – 1 February 2015 at NSIC Exhibition Ground, Okhla, New Delhi.

The current edition of India Art Fair features a range of 90 Indian and international exhibitors and approximately 1100 artists. New galleries are making their debut alongside key returning exhibitors, thought-provoking art projects and curated walks.

Mr. Philipp von Sahr, President, BMW Group India said, "Cultural communication has been one of the long-standing traditions among BMW Group's social commitments. For more than 40 years now, BMW has been promoting artistic exchange between cultures, people and within the company. India holds an important place for this commitment. India Art Fair is a perfect platform for artists to showcase their creations and for art connoisseurs and enthusiasts to appreciate it. We are proud to partner this unique art project. Our association with India Art Fair is very special and we will continue to extend support to this endeavor."

India Art Fair has an extensive schedule that includes a series of artistic projects, integrated in conjunction with the renowned Speakers' Forum that brings a diverse range of industry speakers and thought leaders to the fair. Guided tours led by trained art aficionados well-versed with the artworks on display will offer a unique opportunity to the visitors to get an insightful and cohesive experience.

The artists and visitors will also have an opportunity to experience the 'Future of Mobility' at the BMW lounge where the all-new BMW i8, the most progressive sports car of its time, is on special display.

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About BMW's Cultural Commitment

For more than 40 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on 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 co-operated 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 Guggenheim Lab also travelled to Mumbai in 2012. 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.

About India Art Fair

Founded in 2008 in New Delhi, India Art Fair is a platform to sustain the artistic aspirations of the city with the opportunity it deserves. It is a significant event for the arts in the region, attracting artists, curators, gallery owners, collectors, museum directors, art enthusiasts and extensive media from around the world. India Art Fair remains unchallenged as the most important stage for facilitating dialogue and art trade in the region for the past seven years.

For the 2015 Artistic Projects, an extensive programme spanning the outdoor and indoor fair space will present a range of work from high profile Indian and international artists. The three day Speakers' Forum will continue to be the major highlight of India Art Fair.

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Additionally, the fair plays host to a variety of art book stores, curated walks, performance art, live music and an increasingly prolific series of collateral events. For the first time, India Art Fair has also seen regional representation from emerging cities like Chandigarh, Vadodara, Jaipur, Trivandrum and Ahmedabad.

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