

Media information
12 March 2025

VRRRRRRRRRROOOOOOOOOOOOOOOOMMMMMMMMM!!!!!!

World Tour: BMW Art Car Collection celebrates 50th anniversary.

+++ "Rolling sculptures" from Alexander Calder's first to Julie Mehretu's latest +++ Largest exhibition project in the history of the collection spans all five continents +++ Collaborations with cultural institutions and art platforms +++ African Film and Media Arts Collective for filmmakers and media artists

Munich. Calder, Lichtenstein, Warhol, Holzer, Hockney, Koons, Rauschenberg, Mahlangu, Eliasson, Baldessari, Cao Fei, Mehretu. For the past 50 years, the BMW Art Car series has provided artists fascinated by automobiles with a perfect playground for art and design, technology and innovation, motorsport and engineering. The collection of 20 BMW Art Cars embodies the essence of global cultural engagement with over one hundred initiatives across contemporary art, music and film, as well as design. The "rolling sculptures" – from Alexander Calder's first-ever Art Car to Julie Mehretu's latest – offer a cross-section of art history over the past five decades: minimalism, pop art, magical realism, abstraction, conceptual art and digital art are all represented.

"I love that car. It has turned out better than the artwork."
Andy Warhol, BMW Art Car #4, 1979

The artists are selected by international juries of museum directors. In close collaboration with the BMW Group's engineering and design teams, they freely develop their concepts and inspire everyone involved. To mark the 50th anniversary, the **BMW Art Car World Tour** features an exhibition programme spanning all five continents and including numerous accompanying events.

"The car should not only race in a physical way but also in the heart."
Cao Fei, BMW Art Car #18, 2016

An anniversary around the world.

"The BMW Art Car Collection celebrates 50 years of artistic freedom and visionary design. The 20 vehicles have become international icons, telling stories of society, technology and performance. Our commitment to art and culture is long-term. We are continuously developing the collection and bringing art and automotive culture together in a unique way," says Ilka Horstmeier, Board Member for Human Resources and Real Estate at BMW Group.

Corporate Communications

Media information

Date 12 March 2025

Date

Subject

VRRRRRRRRRROOOOOOOOOOOOOOOOOOMMMMMMMMM!!!!!!
World Tour: BMW Art Car Collection celebrates 50th anniversary.

Page

2

The BMW Art Car World Tour kicks off in Europe and Asia. On 20-21 March, the BMW Art Cars created by Roy Lichtenstein, Andy Warhol, Robert Rauschenberg, David Hockney and Jeff Koons will be on display at the Museum of Applied Arts and the SPARK Art Fair in Vienna for the BMW Group Niederlassung Wien event "(R)Evolution of Art". The latest and 20th BMW Art Car – the BMW M Hybrid V8 by renowned American painter Julie Mehretu – will embark on an Asian tour and be displayed at Art Basel in Hong Kong on 28-30 March.

Mehretu is developing her Art Car project far beyond the vehicle as an object and will host workshops for young film and media artists across five African countries in 2025, together with film producer Mehret Mandefro and the BMW Group. The results of the African Film and Media Arts Collective (AFMAC) will be presented in 2026 alongside Mehretu's Art Car in an exhibition at the Zeitz MOCAA in Cape Town, curated by its Executive Director, Koyo Kouoh, the designated curator of the Venice Biennale 2026.

"The whole BMW Art Car project is about invention, about imagination, about pushing limits of what can be possible."

Julie Mehretu, BMW Art Car #20, 2024

Important museums and platforms for classic automobiles are also celebrating the milestone anniversary of the BMW Art Cars. The 13th Art Car by Sandro Chia will be showcased at the classic car festival Concorso d'Eleganza Villa d'Este at Lake Como in May. In July and August, the Louwman Museum in The Hague will present eight BMW Art Cars in a special exhibition.

"I also thought it would be nice if women could participate other than standing around in bikinis."

Jenny Holzer, BMW Art Car #15, 1999

The BMW Museum, the home of the BMW Art Cars when they are not travelling the world, is also honouring the collection by combining two anniversaries in a special exhibition. The BMW 3 Series is also celebrating its 50th anniversary in 2025, and starting 16 June, the museum will showcase a historical overview of all BMW 3 Series models as well as the BMW M3 Art Cars by Sandro Chia, Michael Jagamara Nelson, and Ken Done.

"I think mobile museums would be a good idea. This car is the fulfilment of my dream. I would like to do ten more."

Robert Rauschenberg, BMW Art Car #6, 1986

New Art Car book, new Art Car model, new Art Car fashion collection.

In addition to the exhibition programme, BMW is releasing various new art and lifestyle products in celebration of the anniversary. The 1:18-scale miniature of the 20th Art Car by Julie Mehretu is available for purchase across BMW Lifestyle Shops, with a 1:43 version to follow later in the year. Together with publisher Hatje Cantz, BMW is presenting the third edition of the "BMW Art Cars" catalogue. Interviews with the founders of the collection and essays on each of the 20 Art Cars highlight the art historical relevance and diversity of the works. The cover design of the new edition is by Julie Mehretu. Following the popular Alexander Calder and Roy Lichtenstein fashion collections, the third collaboration with Puma based on the BMW Art Cars will be announced later this year.

"So you can say, the BMW Art Car is definitely a typical Baldessari and the fastest artwork I ever created!"

John Baldessari, BMW Art Car #19, 2016

Born from passion: a brief history of the BMW Art Car Collection.

On 14 June 1975, the BMW 3.0 CSL designed by American sculptor Alexander Calder took to the track at the 24 Hours of Le Mans. The project was initially intended as a one-time collaboration between the artist and BMW. The audience cheered for the colourful racing car and children rejoiced. BMW decided this had to continue! It all began with the passion for art and motorsport of French auctioneer and racing driver Hervé Poulain. In 1975, Poulain found a visionary ally in Jochen Neerpasch, founder and Head of BMW Motorsport, for his plan to enter a BMW designed by an artist in the legendary Le Mans endurance race. Even though the first BMW Art Car retired from the race after seven hours, it became a true crowd favourite, laying the foundations for the collection.

"Hervé, win! But drive carefully!"

Alexander Calder, BMW Art Car #1, 1975

Media information

Date 12 March 2025

Subject VRRRRRRRRRROOOOOOOOOOOOOOOOOOMMMMMMMMMM!!!!!!
World Tour: BMW Art Car Collection celebrates 50th anniversary.

Page 4

In close collaboration with legendary New York gallerist Leo Castelli, BMW Art Cars by American artists such as Frank Stella, Roy Lichtenstein and Andy Warhol followed – and all were raced by Hervé Poulain and the BMW team at Le Mans. From 1982 to 1992, the BMW Art Car Collection opened up to the world, with artists transforming various standard production models: Ernst Fuchs, Robert Rauschenberg, Michael Jagamara Nelson, Ken Done, Matazo Kayama, César Manrique, A. R. Penck, Esther Mahlangu, Sandro Chia and David Hockney. In 1999, BMW returned to motorsport with the BMW V12 LMR prototype and American conceptual artist Jenny Holzer. Eight years later, Olafur Eliasson designed "Your mobile expectations: BMW H₂R Project" based on a record-breaking hydrogen race car. Jeff Koons, John Baldessari, Cao Fei, and Julie Mehretu have added dynamic race cars over the past 15 years. Since its invention nearly 140 years ago, artists worldwide have engaged with the automobile both critically and enthusiastically. And over the last 50 years, the BMW Art Car series has contributed significantly to this inspiring dialogue.

"These race cars are like life, they are bursting with power and have enormous energy. My ideas are meant to merge with this power – it's all about fully embracing it."

Jeff Koons, BMW Art Car #17, 2010

BMW Art Car World Tour 2025 (selection)

until 16 April 2025: Wits Art Museum, Johannesburg, South Africa
BMW Art Car #12 Esther Mahlangu

20-21 March 2025: SPARK Art Fair and MAK Museum Vienna, Austria
Event "{(R)Evolution of Art" of the BMW Niederlassung Wien
BMW Art Cars #3 Roy Lichtenstein, #4 Andy Warhol, #6 Robert Rauschenberg,
#14 David Hockney, #16 Jeff Koons

28-30 March 2025: Art Basel in Hong Kong
BMW Art Car #20 Julie Mehretu

23 April-2 May 2025: Shanghai Auto Show, China
BMW Art Car #20 Julie Mehretu

18-20 April 2025: Art Dubai, United Arab Emirates
BMW Art Car # TBA

Corporate Communications

Media information

Date 12 March 2025

Subject VRRRRRRRRRROOOOOOOOOOOOOOOOOOMMMMMMMMM!!!!!!
World Tour: BMW Art Car Collection celebrates 50th anniversary.

Page 5

May 2025: 50 Years of BMW Switzerland, Zurich, Switzerland
BMW Art Cars #5 Ernst Fuchs, #8 Ken Done, #11 A. R. Penck, #14 David
Hockney, #15 Jenny Holzer, #19 John Baldessari

9-11 May 2025: Taipei Dangdai, Taiwan
BMW Art Car # TBA

27 May–1 June 2025: Bratislava, Slovakia
BMW Art Cars #2 Frank Stella, #7 Michael Jagamara Nelson, #9 Matazo Kayama

15-18 May 2025: Market Art Fair, Stockholm, Sweden
BMW Art Cars #1 Alexander Calder, #3 Roy Lichtenstein, #4 Andy Warhol, #17
Jeff Koons

23-25 May 2025: Concorso d'Eleganza Villa d'Este, Lake Como, Italy
BMW Art Car #13 Sandro Chia

16 June 2025-1 January 2026: BMW Museum, Munich
BMW Art Cars #7 Michael Jagamara Nelson, #8 Ken Done, #13 Sandro Chia

16 June 2025-31 August 2025: BMW Welt, Munich
BMW Art Cars #15 Jenny Holzer, #20 Julie Mehretu

27-29 June 2025: The Aurora, Båstad, Sweden
BMW Art Cars #1 Alexander Calder, #3 Roy Lichtenstein, #4 Andy Warhol, #17
Jeff Koons

3 July-31 August, 2025: Louwman Museum, The Hague, Netherlands
BMW Art Cars #1 Alexander Calder, #2 Frank Stella, #3 Roy Lichtenstein, #4 Andy
Warhol, #10 César Manrique, #12 Esther Mahlangu, #14 David Hockney, #17 Jeff
Koons

24-28 September 2025: Contemporary Istanbul, Turkey
BMW Art Cars #1 Alexander Calder, #20 Julie Mehretu

The Art Car World Tour schedule is still evolving and will continue through most of
2026. Further stops and venues are planned, including Australia, Belgium
(Brussels, Zoute), China (Macau), Germany (Berlin, Munich, Düsseldorf),

Media information

Date 12 March 2025

Subject VRRRRRRRRRROOOOOOOOOOOOOOOOOOMMMMMMMMM!!!!!!
World Tour: BMW Art Car Collection celebrates 50th anniversary.

Page 6

Kazakhstan, Latin America, Morocco (Marrakech), South Africa, Spain,
Switzerland (Basel) and USA.

BMW Art Cars

1. Alexander Calder / BMW 3.0 CSL / 1975
2. Frank Stella / BMW 3.0 CSL / 1976
3. Roy Lichtenstein / BMW 320 Group 5 / 1977
4. Andy Warhol / BMW M1 Group 4 / 1979
5. Ernst Fuchs / BMW 635 CSi / 1982
6. Robert Rauschenberg / BMW 635 CSi / 1986
7. Michael Jagamara Nelson / BMW M3 Group A / 1989
8. Ken Done / BMW M3 Group A / 1989
9. Matazo Kayama / BMW 535i / 1990
10. César Manrique / BMW 730i / 1990
11. A.R. Penck / BMW Z1 / 1991
12. Esther Mahlangu / BMW 525i / 1991
13. Sandro Chia / BMW M3 GTR / 1992
14. David Hockney / BMW 850 CSi / 1995
15. Jenny Holzer / BMW V12 LMR / 1999
16. Olafur Eliasson / BMW H₂R / 2007
17. Jeff Koons / BMW M3 GT2 / 2010
18. Cao Fei / BMW M6 GT3 / 2016
19. John Baldessari / BMW M6 GTLM / 2016
20. Julie Mehretu / BMW M Hybrid V8 / 2024

Further information on the BMW Art Car Collection can be found at the [BMW Group PressClub](#) and [here](#).

If you have any questions, please contact:

Corporate Communications

Thomas Girst
BMW Group Corporate and Governmental Affairs
Head of Cultural Engagement
Phone: +49 89 382 24753
Email: Thomas.Girst@bmwgroup.com

Media information

Date 12 March 2025

Date

Subject

VRRRRRRRRRROOOOOOOOOOOOOOOOOOMMMMMMMMM!!!!!!
World Tour: BMW Art Car Collection celebrates 50th anniversary.

Page

7

Ilya Baryshev
BMW Group Corporate and Governmental Affairs
BMW Art Car World Tour
Phone: +49 151 601 544 36
Email: Ilya.Baryshev@bmwgroup.com

Christiane Pyka
BMW Group Corporate and Governmental Affairs
Spokesperson Cultural Engagement
Phone: +49 89 382 40139
Email: Christiane.Pyka@bmwgroup.com

Media Website: www.press.bmwgroup.com/global
Email: presse@bmw.de

BMW Group Cultural Engagement

Why Culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, even unsettling sometimes. As corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been involved in hundreds of cultural initiatives worldwide for over half a century, both in the arts, music & sound, 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
Instagram: [@BMWGroupCulture](https://www.instagram.com/BMWGroupCulture)
#BMWGroupCulture



Media information

Date 12 March 2025

Date

Subject

VRRRRRRRRRROOOOOOOOOOOOOOOOOOMMMMMMMMM!!!!!!
World Tour: BMW Art Car Collection celebrates 50th anniversary.

Page

8

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 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 economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

www.bmwgroup.com

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>