

Media Information  
October 6, 2022

## **BMW is official partner of Paris+ par Art Basel.**

Julien Creuzet presents "blue green sea bruise on the horizon" inspired by his BMW Art Journey.

**Munich/Paris.** From October 20 to 23, **Paris+ par Art Basel** will take place at the Grand Palais Éphémère, in the heart of the French capital. The inaugural edition of the show will bring together 156 leading French and international galleries to present exceptional artworks across all media – from painting and sculpture to photography and digital works. On site, the new work by **BMW Art Journey winner 2021, Julien Creuzet**, represented by High Art, Paris will be on display. In addition, BMW will provide the VIP shuttle service for the show.

Rooted in the Caribbean diaspora of Paris, the BMW Art Journey took Julien Creuzet back to his ancestral home Martinique, a place he calls "the heart of my imagination". During his stay in August 2021, he focused on visiting various places of personal importance like the Clement Foundation, his mother's old house, as well as different exhibitions and museums. Creuzet spent time exploring the nature and beaches of Martinique, reserving special time for a visit to the Absalon Waterfall. Meetings with the artist Ernest Breleur, the novelist Patrick Chamoiseau, and a visit to the studio of Jean-Marc Bullet rounded off his colorful itinerary.

After this first trip to Martinique which was planned as one of several, he had to adjust his travel plans due to the ongoing limitations imposed by Covid-19. Therefore, Creuzet came to Munich in fall 2021 and visited the BMW Headquarters, the BMW Museum and the BMW Group plant in Dingolfing. Inspired by the production process of the new BMW 7 series, Creuzet worked closely together with engineers and paint specialists from Dingolfing on a new piece of artwork: "blue green sea bruise on the horizon"

"blue green sea bruise on the horizon" is rooted in the observation of ELVs (end-of-life vehicles) in Martinique – wrecks of cars abandoned on the roadside and reinvested by vegetation. Julien Creuzet associates this inspiration with discovering the different stages of an automobile's shaping

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during his visit to the BMW factories. His special interest here lies in the first stage of the manufacture of a car that is, so to say, a flat, minimalist form, very far from the volumes of the cars we know.

Creuzet extracts this form – a BMW side panel – from the factory and populates it with mangrove roots, marshy plants that grow on the bangs of urban spaces, as well as roots that are symbols of proliferation, source, and ecosystem in the archipelagic, creole, and intercultural Caribbean thought. In the reflection of the Martinican thinker Édouard Glissant, the mangrove embodies the image of the rhizome as multiple roots, which network in a horizontal, composite, and plural way in opposition to the unique, hierarchical, and pyramidal root.

On the surface of the sculpture, Creuzet draws various elements with welding chains: scarifications, a legacy of African culture, an anthropomorphic figure that emancipates itself, the overlapping Caribbean and South American seismic plates that form a volcanic chain, a horse statuette found in the debris of the 1902 eruption of Mount Pelée, and the skyline of the West Indies Mountain range.

The highly specialized experts from the BMW Group plant in Dingolfing implanted the programming of 33.000 welding spots and the handcrafted painting of special color gradients on the 7 series platine, using the original BMW colors "Isle of Man Green" and "Portimao Blue". The work with Julien Creuzet is another individual, artistic production for the team at the BMW Group plant in Dingolfing, following the cooperation with Jeff Koons for THE 8 X JEFF KOONS in early 2022.

"A factory like BMW's Dingolfing site is a world in itself, a community of people, of scientific and technological skills. It is also the matrix of tomorrow's world. Robot fields as far as the eye can see, automated machines that perform many tasks. In me this provokes a mixture of fear and fascination. This is my journey, these are my discoveries, my explorations. Exoticism is found here in the middle of this production chain

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where 1,500 cars are produced every day," says Julien Creuzet about his visit at the BMW Group plant in Dingolfing.

"blue green sea bruise on the horizon" by Julien Creuzet will be on display at Paris+ par Art Basel. BMW Partner Lounge, Ground floor, Grand Palais Éphémère.

Launched in 2015, the BMW Art Journey is a collaboration between Art Basel and BMW, created to recognize and support emerging artists worldwide. Since 2020, the circle of eligible artists has broadened and includes not only emerging and mid-career artists from the Discoveries sector, but also artists represented by galleries founded no more than ten years ago at Art Basel's show in Hong Kong. In recognition of the ongoing exceptional circumstances caused by the pandemic, the jury conducted its selection process online. The selected artists were then invited to submit proposals, based on which the winner was selected.

For further information and press material about the BMW Art Journey artists and their projects, please visit the press section: [www.bmw-art-journey.com/press](http://www.bmw-art-journey.com/press)

On the occasion of Paris+ par Art Basel the new all-electric BMW i7\* will be on display in front of the Grand Palais Éphémère. The BMW i7 defines a completely new level of top-of-the-range design and technology. Like no BMW vehicle before it, it stands for a new understanding of luxury that includes the needs and well-being of the passengers as well as advanced digitalisation and sustainability along the entire value chain.

To visit the exhibition please note that entrance tickets are required:

**Julien Creuzet's "blue green sea bruise on the horizon"  
at Paris+ par Art Basel, BMW Partner Lounge, Ground floor, Grand  
Palais Éphémère.**

**Wednesday, October 19**

VIP First Choice, 10am – 2pm (upon invitation)

VIP Preview, 2 – 7pm (upon invitation)

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**Thursday, October 20**

Vernissage (upon invitation), 11 am – 3pm

Public Opening, 3 – 8pm

**Friday, October 21 & Saturday, October 22**

VIP Hour, 11 – 12 noon (upon invitation)

Public Day, 12 noon – 8pm

**Sunday, October 23**

VIP Hour, 11 – 12 noon (upon invitation)

Public Day, 12 noon – 7pm

**\*Consumption and emissions figures:****BMW i7 xDrive60:** Power consumption in kWh/100 km (combined, WLTP): 19.6 – 18.4;  
Electric range in km (WLTP): 591 – 625; CO2 emissions: 0 g/km.

If you have any questions, please contact:

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Email: [press@artbasel.com](mailto:press@artbasel.com)**Full letter of Julien Creuzet about his BMW Art Journey:**

"A factory like BMW's Dingolfing site is a world in itself, a community of people, of scientific and technological skills. It is also the matrix of tomorrow's world. Robot fields as far as the eye can see, automated machines that perform many tasks. In me this provokes a mixture of fear and fascination. This is my journey, these are my discoveries, my explorations. Exoticism is found here in the middle of this production chain where 1,500 cars are produced every day.

Before the car as an object, there are a thousand gestures, a thousand actions. Above all, there is at the very beginning a sheet of metal as thin as paper. It is an ovoid shape and has

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openings inside that look like butterfly wings. I found that incredible. My imagination was activated.

I'm always asking: What is exoticism? Who is the other? What is distant? I grew up in Martinique, and I always found the sun sad, and for me the sea has always been proud and reckless of colonial and slavery history...

I wanted to return home to my island to highlight the artistic scene. The vagaries have moved my path and my eyes towards another distant.

We are living in a new and exceptional time, with events such as the covid-19 pandemic and climate change. We are also experiencing a moment of transition in our relationship with the world, with the individual and more broadly with society. How should we think about the idea of the journey considering the current context? Colonial history, industrial history and the history of capitalism have shown us a relationship with the world, a relationship with the act of travelling.

Less than 200 years ago, human beings travelled with their bodies stretched out and chained on the eddies of the Atlantic Ocean. In my black box, my DNA memory, this is how my idea of the journey begins."

Julien Creuzet, 08/17/22

**About Julien Creuzet at High Art, Paris**

Julien Creuzet (b.1986) lives and works in Montreuil, France. He creates protean artworks incorporating poetry, music, sculpture, assemblage, film and animation. Evoking trans-oceanic postcolonial transactions in relation to multiple temporalities, the artist places his own inherited past, present and future at the heart of his production. Eluding generalized narratives and cultural reductions, Creuzet's work often spotlights anachronisms and social realities to construct objects of irreducibility. Recent solo exhibitions include Camden Arts Center, London (upcoming); Palais de Tokyo and Fondation d'entreprise Pernod Ricard, Paris. His work was featured in group exhibitions at Manifesta 13, Marseilles; Museum für Moderne Kunst, Frankfurt; Musée d'Art moderne de Paris and Centre Pompidou, Paris. Creuzet is a nominee for the Prix Marcel Duchamp 2021.

Julien Creuzet was selected for BMW Art Journey 2021 from a shortlist of three artists represented by galleries originally accepted into this year's Art Basel show in Hong Kong, in an online jury process. The international jury of experts included Claire Hsu, Executive Director, Asia Art Archive, Hong Kong; Matthias Mühling, Director, Städtische Galerie im Lenbachhaus und Kunstbau, Munich; Patrizia Sandretto Re Rebaudengo, President, Fondazione Sandretto Re Rebaudengo, Turin; Philip Tinari, Director, UCCA Center for Contemporary Art, Beijing; and Samson Young, artist and winner of the first BMW Art Journey.

**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

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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 [artbasel.com](https://artbasel.com).

**BMW Group Cultural Engagement**

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale BMW Art Cars Berlin Biennale Ólafur Elíasson Art Basel Max Hooper Schneider BMW Art Journey **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu Zaha Hadid Les Rencontres d'Arles Jeff Koons Acute Art Tate Modern **LONGEVITY** Artsy BMW Open Work by Frieze **PARTNERSHIP** Andy Warhol BMW Guggenheim Lab Lu Yang Samson Young Bavarian State Opera BMW Welt Jazz Award **CREATIVE FREEDOM** Tefaf **INTERACTION** State Academic Bolshoi Theatre of Russia Kyotographie Premio de Pintura Garage Museum of Contemporary Art Paris Photo **SUSTAINABILITY** Leelee Chan Art Dubai Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

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](https://www.bmwgroup.com/culture) and [www.bmwgroup.com/overview](https://www.bmwgroup.com/overview)

Facebook: [www.facebook.com/BMW-Group-Culture](https://www.facebook.com/BMW-Group-Culture)

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**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 and mobility 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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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

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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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