

Media Information
July 26, 2021

Julien Creuzet starts BMW Art Journey 2021.

Artist based in France searches for the unexpected among the familiar roots of his ancestors in Martinique.

Munich/Basel/Paris. BMW Art Journey winner 2021 Julien Creuzet, represented by High Art, Paris, started the first part of his BMW Art Journey on July 15, 2021. In Martinique, he will explore the unexpected and surprising in the familiar environment of his ancestors.

The BMW Art Journey is part of BMW Group's global cultural engagement, which is celebrating its 50th anniversary this year. Committed in the fields of modern and contemporary art, classical music, jazz and sound as well as architecture and design, the BMW Group has been an integral part of culture on a global scale.

Inspired by the Martinican thinker, critic and poet Édouard Glissant who had written about the concept of creolization, "It is a mixture of arts, customs and languages that produces the unexpected," Creuzet will make five trips in total to the Antillean islands Martinique and Guadeloupe between July 2021 and Spring 2022.

Creuzet himself was raised in Martinique, but never had the chance to work there. About his BMW Art Journey he says: "I strive to make my contribution, to give back by offering my experience and a place, a living world, a workstation for long-term experimentation. My journey is related to a long-time project that I had in mind, but I was never able to realize it. It is a good opportunity for me to return and to re-connect with my native land. I have shown and shared my practice and perspective around the world, but never in the land of my ancestors."

During his BMW Art Journey Julien Creuzet will focus on three artistic projects around the geographically and culturally distinct region of the Antilleans. Filming landscapes, underwater scenes, and local festivals such as carnival, on the ground and with drones, he will create a video in collaboration with local contemporary artists and musicians.

A second project is an eight months-long workshop with the art students of Beaux-Arts de Fort-de-France (Campus Caribbean des Arts), opening a studio for their artistic work. One focus of the workshop will be about the creation of "bwadjacks" – sculptures made of modified cars and materials which are usually found on scrapyards, in a gesture of circularity.

Lastly, Creuzet will work on a project with the local fauna of the Antilleans. Drawing inspiration from natural forms, he aims to create new hybrid sculptures recycling plastic and other materials. The results of his BMW Art Journey are expected to be shown during Art Basel in Hong Kong in 2022.

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 Mühlhng**, 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 the BMW Art Journey

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.

Past winners of the BMW Art Journey include sound and performance artist **Samson Young** (presented by a.m. Space, Hong Kong, at Art Basel's Hong Kong show in 2015); video artists **Henning Fehr and Philipp Rühr** (presented by Galerie Max Mayer, Dusseldorf, at Art Basel's Miami Beach show in 2015); **Abigail Reynolds** (presented by Rokeby, London, at Art Basel's show in Hong Kong in 2016); **Max Hooper Schneider** (presented by High Art, Paris, at Art Basel's Miami Beach show in 2016), **Astha Butail** (represented by GALLERYYSKE, New Dehli, Bangalore, at Art Basel's Hong Kong show in 2017), **Jamal Cyrus** (represented by Inman Gallery, Houston, at Art Basel's Miami Beach show in 2017); **Zac Langdon-Pole** (represented by Michael Lett, Auckland, at Art Basel's Hong Kong show in 2018), **Lu Yang** (represented by the gallery Société, Berlin, at Art Basel's Hong Kong show in 2019) and **Leelee Chan** (represented by Capsule Shanghai at Art Basel's Hong Kong show in 2021).

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Art Basel and BMW will collaborate with the artist to document the journey and share it with a broader public through print publications, online and on social media via [@julien.creuzet](https://twitter.com/julien.creuzet), [@artbasel](https://twitter.com/artbasel) and [@bmwgroupculture](https://twitter.com/bmwgroupculture).

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

For further questions please contact:

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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, and Hong Kong. Defined by its host city and region, each show is unique, which is reflected in its 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 a number of new initiatives such as The Art Basel and UBS Global Art Market Report and The BMW Art Journey. For further information, please visit artbasel.com.

Celebrating 50 years of BMW Group Cultural Engagement

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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 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.

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Further information: www.bmwgroup.com/culture and www.bmwgroup.com/overview

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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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