

Media Information

16 April 2025

**BMW Art Car World Tour: Andy Warhol's BMW M1 Art Car makes its debut in the Middle East at Art Dubai 2025.**

BMW Art Talk explores the role of co-creation and artistic commissions in the future of art.

**Dubai/ Munich.** The 2025 edition of Art Dubai is set to take place at Madinat Jumeirah from 18 to 20 April, with VIP guests welcomed for preview days on 16 and 17 April. As a long-term supporter of the fair, BMW will showcase the iconic 4<sup>th</sup> BMW Art Car, painted by Andy Warhol in just 28 minutes in 1979, on the fairground. The display of Warhol's BMW M1 at Art Dubai is part of the BMW Art Car World Tour, celebrating the 50th anniversary of the legendary BMW Art Car Collection this year.

Founded in 2007, Art Dubai has established itself as the most significant global art gathering in the Middle East, playing a pivotal role in the rapid growth of the region's art scene and creative economy. Each year, the fair features around 120 contemporary, modern, and digital galleries from over 40 countries, showcasing a diverse range of artistic talent and positions. The gallery programme is complemented by artist commissions, an ambitious education initiative, and the most extensive talks and conference programming of any international art fair, including the renowned Global Art Forum and the annual Digital Summit. Art Dubai continues to champion galleries and artists from less-represented geographies, serving as a vital gateway for discovery, learning, and cultural exchange.

As part of the fair's talk series, BMW will host the exclusive **Art Talk "Driven by Art: Are Commissions and Co-creations the Future?"** on **17th April** at the Auditorium of Art Dubai. The international panelists **Azu Nwagbogu** (Founder and Director African Artists' Foundation and LagosPhoto Festival), **Hans Ulrich Obrist** (Artistic Director SERPENTINE) and **Dr Stephanie Rosenthal** (Director Guggenheim Abu Dhabi Project) will explore the rise of co-creation as cultural phenomenon. Taking the iconic BMW Art Car Initiative as a point of departure, the panelists will reflect on decades of artistic collaborations they themselves initiated through their curatorial practice and institutions, moderated by **Prof Dr Thomas Girst** (Global Head of BMW Group Cultural Engagement).

**The BMW Art Car World Tour and its stop in Dubai**

This year marks the 50th anniversary of the BMW Art Car Collection – an unprecedented mix of technology, art, and design that began in 1975 when French racing driver Hervé Poulain invited artist Alexander Calder to paint a BMW 3.0 CSL. Since then, the project has brought together visionary artists such as Roy Lichtenstein, Esther Mahlangu, Jeff Koons, and Julie Mehretu, each

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transforming a BMW vehicle into a "rolling sculpture". To celebrate this milestone, BMW has launched a global BMW Art Car World Tour to showcase the collection at cultural institutions, museums and platforms on all five continents.

In 1979, Andy Warhol transformed the BMW M1 into a radical canvas - a car that blurred the lines between art, performance and design. The exhibition of Warhol's BMW Art Car at this year's edition of Art Dubai underlines BMW's ongoing support for the arts and its commitment to fostering artistic dialogue and cultural exchange in the region. As part of the BMW Art Car World Tour 2025, Dubai joins this historic celebration of the series on tour.

**About Art Dubai**

Founded in 2007, Art Dubai is the most significant global art gathering in the Gulf. A catalyst for the rapid growth of the region's art scene and creative economy, it provides an important gateway for discovery, learning and exchange, championing galleries and artists from less-represented geographies.

Each year Art Dubai spotlights around 120 contemporary, modern and digital galleries from over 40 countries. The gallery programme is accompanied by artist commissions, an ambitious education programme and the most extensive talks and conference programming of any international art fair, including the Global Art Forum and an annual Digital Summit.

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**BMW Group Cultural Engagement**

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale  
BMW Art Cars Ólafur Elíasson Art Basel Max Hooper Schneider Städel Invites Frank Stella  
BMW Art Club **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu  
Zaha Hadid Les Rencontres d'Arles Jeff Koons India Art Fair **LONGEVITY** Julie Mehretu  
**PARTNERSHIP** BMW Open Work by Frieze Andy Warhol Lu Yang Preis der Nationalgalerie  
Samson Young Bavarian State Opera **CREATIVE FREEDOM** BMW Young Artist Jazz Award  
Ken Done **INTERACTION** Premio de Pintura Gallery Weekend Berlin Art Market Budapest  
Paris Photo Leelee Chan Art Dubai **SUSTAINABILITY** BMW Photo Award Leipzig  
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 a 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, in the fields of contemporary art, music and film 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](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/overview](http://www.bmwgroup.com/overview)

Instagram: [@BMWGroupCulture](https://www.instagram.com/BMWGroupCulture)

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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 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 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 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.

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