

This exhibition is all about how cars are interpreted as art and not just cars we drive from day to day and how colours on cars can effect its visual and aesthetic style. The exhibition will be a walk around exhibition with the cars displayed in an orderly fashion. The distance between the cars exhibited will be reasonably spaced out to enable people to think. There will be display stands with information about the car and the Artist. If the car has been in any special events or races this will be included in the information along with their achievements.

The exhibition will be held in “St Davids Shopping Centre Cardiff” this is a very large shopping centre with excellent lighting to display the cars. This is a very busy shopping centre and would allow everyone to visualise and talk about these cars.



The exhibition will involve cars being dotted around the shopping centre to allow people to walk around shopping however to grab there attention throughout. The exhibition will not be a normal exhibition as everyone has there own interpretation and views on art therefore only a few will grab peoples attention and this is the point of the exhibition cars and styles are all personal preference and choice and so is art. At the exit to the exhibition there will be questionnaire asking what there favourite car was and why to keep the viewers thinking. This enables the work to be communicated and retained and talked about. Also a small box of the style they remembered (artist or car) the most they will be asked to draw it in coloured pencil. A box will also be included for viewers to design there own art car. The winner will be chosen and the very first BMW Art car will be produced from a member of the public.



The first car that will be displayed in the entrance will be the BMW 3.0 CSL which Alexander Calder designed in 1975, he was the very first person to start the collection of the BMW collection, this was also one of his final works of art before his death. As a sculptor who normally designed his own shapes, Calder managed to free himself from the formal structure of racing cars and, by painting them, aspired to give them his own distinctive mark. Like his sculptures and mobiles, he used primary colours and gracefully sweeping surfaces which he distributed generously over the wings, bonnet and roof. In 1975 this Art Car driven in the 24-hour race at Le Mans in France. looking at the vehicle it provides us with a transportable piece of art and very memorable shapes and colours. As reporter Robert Peerce one said “It's another kind of artistic output, or project, produced in another context” (2009:57)



The work produced by Jeff Koons will also be placed in the entrance to the exhibition, to me this is one of the most memorable BMW art pieces and has also been used to race at the 24 Hours of Le Mans on June 12, 2010. This to me has very similar characteristics to the first BMW Art Car painted by Alexander Calder. Although the car is very different to the first BMW art car it has a far more aggressive look this is helped by the use of the long coloured strokes. Koons explained that he wanted to make the painting part of the car with showing just as much energy as power on the outside that's also under the hood, he explains "it's really to connect with that power" the use of black and red really stands out and provides the car with additional aggression. Although the overall vehicle

has very smooth surfaces and very minimal curvature on the surfaces the art work provides depth and shape.

The idea of the exhibition is to bring out opinions of the designs and the idea of cars actually pieces of art work.

The car completed by Andy Warhol which is number 4 has been placed in the centre of the exhibition it has provided mixed thoughts amongst interviewers reporters and spectators. Andy Warhol completed the painting in 1979. The car is completely hand painted and the idea he was trying to create was a sense of movement/ speed. Warhol's pop art car has been described as a car that's "accelerated into a colorful blur of speed and sound" in the article "Thomas Girst interview: Communicating BMW Art Cars (2009)". The painting is very clever and provided the car additional speed and shape, yet again with the use of red shows aggression. Unlike Calder's art car, there are no distinct shapes providing the car with an unfinished look however provides a blur when at speed.

BMW have created a magnificent and distinct identity that no other brand has decided to communicate and has engaged in the 'arts for the brand as a whole' as stated by Girst

An interest will be in the communication and the expressionism of the art work to the viewers and whether or not they will understand the shapes and colours of cars a little better and the artists involved in creating vehicles. Pearce explains in his article in 2009 that he 'now thinks very differently' about cars shapes and colours. He appreciates that every curve and line is a part of creating a sculpture. He explains he also understands the idea behind the BMW car out as he has now seen and read and spoke to people about the works. He explains he now understands the artists views and the reasoning around their designs.



This is one of the reasons for my exhibitions is to show people the reasoning behind the art work and symbols and understandings behind them.

All the BMW Art Car will be displayed on both levels of the shopping centre with such a variety of different styles, colours and themes its difficult to arrange them in an particular fashion as everyone has there own personal taste and interest its best if all the cars are spread out throughout the shopping centre. A map at the entrance can be found to help assist there findings. With being in a very busy shopping centre its important to ensure the vehicles do not get damaged barriers will be places around the cars with a suitable distance to ensure people do not walk into them or brush past them and cause damage. All cars will be viewed from a distance and people will not be allowed to touch and sit in the vehicles.

Bibliography

ROBERT PREECE (2009) - A Conversation with Thomas Girst: On the Track of BMW's Art Cars

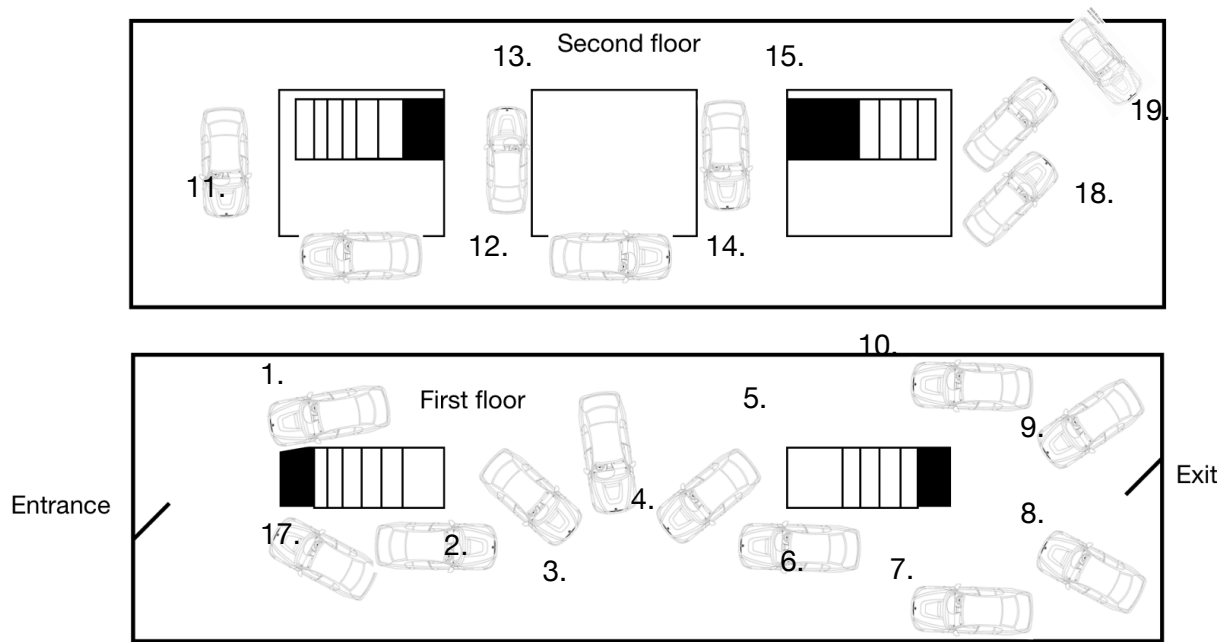
These Canvases Need Oil and a Good Driver

By Phil Patton MARCH 12, 2009

Perll Meets Calder . BY DONNA SEAMAN

What makes his BMW M6 GTLM cool

By Tamara Warren Nov 30, 2016



Car Number	Model	Year	Artist
1	3.0 CSL	1975	Alexander Calder
2	3.0 CSL	1976	Frank Stella
3	320i TURBO	1977	Roy Lichtenstein
4	M1 GROUP 4	1979	Andy Warhol
5	635 CSi	1982	Emst Fuchs
6	635 CSi	1986	Robert Rauschenberg
7	M3	1989	Michael Nelson Jagamarra
8	M3 Group A	1989	Ken Done
9	535i	1990	Matazo Kayama
10	730i	1990	Cesar Manrique
11	Z1	1991	A. R. Penck
12	525i	1991	Esther Mahlangu
13	M3 GTR	1992	Sandro Chia
14	850 CSi	1995	David Hockney
15	V12 LMR	1999	Jenny Holzer
16	H2R	2007	Olafur Elisson
17	M3 GT2	2010	Jeff Koons
18	M6 GTLM	2016	John Baldssari
19	M6 GT3	2017	Cao Fei