

# ARTCURIAL

Press release



## *BMW Art Car Jeff Koons & Hervé Poulain*

Almost 12 years after his first collaboration with the groundbreaking BMW Art Cars project, Jeff Koons has once again accepted the challenge, continuing a tradition that has seen the carmaker work with an impressive list of contemporary artists that includes Alexander Calder, Andy Warhol and Roy Lichtenstein. Hervé Poulain, co-founder and Emeritus President of Artcurial, first came up with his audacious idea in 1975, and on August 4<sup>th</sup> this year he was delighted to welcome its latest incarnation at the announcement of a new collaboration between BMW and Jeff Koons that was made at Munich's Gallery of Modern Art.

**Munich** – Passionate about both speed and art, an amateur driver and a major figure in the art-world, Hervé Poulain – co-founder and Emeritus President of Artcurial – came up with the idea of BMW Art Cars in 1975 when he began to ask many of the leading contemporary artists of the time (initially Calder, Stella, Lichtenstein and Warhol, subsequently Arman, César and Wolinski) to paint the racing cars he would drive at the Le Mans 24-hour race.

22 August 2021. The New National Gallery in Berlin, designed by Mies Van der Rohe. Opening of the Alexander Calder Minimal/Maximal exhibition. The Calder Foundation, and with the blessing of Hervé Poulain and BMW who are its joint caretakers, presented an exact replica of the 1975 BMW Calder, using as its model the 'artist's copy' of the original car.

4 August 2021. Munich Gallery of Modern Art during the Munich Car Show. Oliver Zipse, Chairman and CEO of BMW announced the carmaker's forthcoming collaboration with Jeff Koons. An occasion for the artist to renew a friendship with Hervé Poulain who had sponsored the legendary artist's BMW N3 GT2 Art Car at the 2010 Le Mans 24-hour race.

Jeff Koons is set to design a special edition of the M850i x Drive Gran Coupé. The top of the range 8 Series Gran Coupé will be produced in a strictly limited edition during 2022.

Artcurial, and in particular its Motorcars and 20th Century Art departments, congratulates BMW on pursuing the father of Art Cars' audacious vision and looks forward to seeing the results when they go on show at Frieze Los Angeles in February 2022.

*« Fifty years ago, my dream for a racing Art Car first saw the light of day. I am delighted that the concept not only continues, but is flourishing thanks to BMW's continued excellence. »*

- Hervé Poulain, Emeritus President, Groupe Artcurial SA



Jeff Koons & Hervé Poulain in front of the BMW Art Car Calder  
Munich Gallery of Modern Art, 22 August 2021



Miriam Krohne, Jeff Koons, Hervé Poulain  
and Martin Guesnet Munich Gallery of Modern Art,  
22 August 2021

## PRESS MATERIAL

Images  
available on request

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### *About Artcurial*

Founded in 2002, multidisciplinary Paris based auction house Artcurial confirmed its leading position on the international art market scene in 2020. With three sale venues in Paris, Monaco and Marrakech, the auction house achieved an overall sales total of 149,2 million euros in 2020.

Artcurial covers all the major specialist fields including Fine Arts, Decorative Arts, Collectors' Cars, Jewellery, Watches, Fine Wines and Spirits...

With a strong international bias, Artcurial maintains its presence abroad with offices in Brussels, Milan, Monte-Carlo, Munich, Vienna and Spain. In October 2015, Artcurial held its first sale in Hong Kong and Morocco.

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