

EVENTS / CAUSES

BMW encases art enthusiasts in curated sound

May 13, 2015



BMW's Frieze Sounds at Frieze New York

By JOE MCCARTHY

As art enthusiasts flock to Randall's Island for Frieze Art Fair New York May 14-17, BMW is enmeshing itself in the vibrant atmosphere with a project called Frieze Sounds.

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Luxury Daily

Frieze Sounds occurs in BMW 7 limousines that are the designated VIP shuttle service of the fair and at a sound station on the grounds. Rather than trying to directly compete with the artists on display, the brand shrewdly highlights the immersive nature of its vehicles, by dipping consumers into a "cocoon" of sound.

"Frieze Sounds was launched to great critical acclaim and was well received in the media as well," said Thomas Girst, head of cultural engagement at **BMW**, Munich. "It was a joint of idea of BMW and Frieze in regard to doing something meaningful together.

"We never interfere with the curatorial integrity of our partners or the creative freedom of the artists involved," he said. "Only this way, truly meaningful programs like Frieze Sounds can get off the ground.

"A BMW with its advanced acoustic system as the enclosed space of an innovative piece of Sound Art? How cool is that? We get to genuinely contribute with the best we have to

offer."

Full sound

Frieze New York began in 2012 and focuses exclusively on living artists. The fair is made up of the main gallery section and three specialist sections: Frame, Focus and Spotlight.

Frieze New York will feature 190 artists.



Frieze Art Fair New York on Randall's Island

The fair also hosts Frieze Talks, a series of lectures, panel debates and discussions involving prominent art-world figures, philosophers and critical theorists.

On May 12, BMW hosted an Art Talk at Soho House New York with architect David Adjate and journalist Lindsay Pollock. The discussion revolved around current issues of the art world.

On May 14, BMW will invite guests to a breakfast at Surrey Hotel where artist Mark Boomershine will talk about fashion, art and contemporary icons with ballet dancer Wendy Whelen

Frieze Sounds, however, is how BMW will stand out throughout.

BMW's Frieze Sounds is composed exclusively for the art fair and includes three sound installations created by artists Alicja Kwade, Xaviera Simmons and Sergei Tcherepnin. The project is curated by Cecilia Alemani.

VIP guests will be whisked to and from the event in BMW 7 limousines, where they can enjoy Frieze Sounds through the Bang & Olufsen system in the acoustically designed interior. The cars also have "ambient" lighting that helps to create a tranquil mood, cut off from the world.



BMW 7 Saloon from brand Web site

Regular attendees can experience the sound installation at a special sound station. Also, those unable to attend can go to [Frieze Sounds](#)' Web site to listen to the pieces.

Always present

BMW regularly partners with art fairs and museums, including both Frieze Art Fairs, all three Art Basels, Berlin Gallery Weekend and TEFAF Maastricht.

For instance, BMW supplemented its official partnership of Art Basel Miami last December with a number of initiatives that elevated the brand's visibility among the ultra-affluent consumers roaming about.

The brand's Art Car series has commanded the respect of both auto and art enthusiasts around the world as top artists including Frank Stella, Robert Rauschenberg, Jenny Holzer, Olafur Eliasson and Jeff Koons designed a vehicle. The Lichtenstein BMW 320 Group 5 helped BMW gain credibility among the many guests who took advantage of the brand's other offers ([see story](#)).

Also, at the 28th annual TEFAF, BMW offered a unique program of seminars and tours and provided transportation ([see story](#)).

For BMW, the art world regularly acts as an inspiration, and routinely introduces the brand to new customers.

"BMW has been engaged in the arts with hundreds of international projects for over half a century now," Mr. Girst said.

"For more than a decade, BMW has been partnering with all major art fairs around the world," he said. "Since the inception of Frieze in London, we recognized its great potential. We want to be where the friends of our brand are as well as potential customers.

"What better match than presenting a shuttled fleet of premium automobiles to the most esteemed guests of Frieze?"

Final Take

Joe McCarthy, staff reporter on Luxury Daily, New York

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