

OUT OF HOME

Land Rover expands sculpture series in name of creativity and design

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Range Rover Evoque

By FORREST CARDAMENIS

British automaker Jaguar Land Rover is collaborating with French sculptor Richard Olinski to showcase its own artistic credentials.

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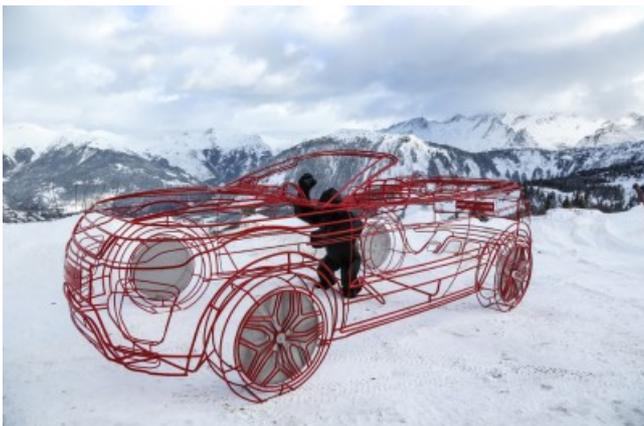
Mr. Olinski has included a wireframe of the new Range Rover Evoque Convertible in his latest installation, which will help kickoff the 2016 BORN Ultimate Awards. Working with artists to honor creativity and design will help the automaker emphasize its own prowess in those fields.

"We are incredibly excited to work with an artist of Richard's caliber and to see his personal vision of the Range Rover Evoque wireframe," said Gerry McGovern, chief design officer at **Land Rover**. "We have created versions of these wireframes since the development of the original Evoque and over the years they have become iconic in their own right."

BORN designers

The 2016 BORN Ultimate Awards honor creativity and design and will take place in Courchevel, France in March as the culmination of a months-long celebration of talent. Land Rover will serve as the marquee sponsor.

This is not the first Land Rover aluminum wireframe installation. The series started with the launch of the Range Rover Evoque in 2011 and has been displayed in London, Paris, New York, Los Angeles, Milan, Berlin and Shanghai.



Richard Orlinski wireframe Evoque Convertible

Mr. Orlinski was ranked the best selling contemporary French artist by art market info service ArtPrice and often shows an enthusiasm for and knowledge of the automotive world in his work. His sculptures and installations make use of automobile materials, paint and techniques, a trait that helps the collaboration register as authentic.

The wireframe also includes another of Mr. Orlinski's staples a gorilla sculpture, this one made of resin and serving as a driver.

"I wanted to have one of my favorite sculptures driving the car," Mr. Orlinski explains in a statement. "We chose King Kong the gorilla, which is seen as one of my emblems, because he is the animal who is the closest to a human and therefore the one we can all identify with.

"He is the animal that has the qualities of a human, but not our faults," he continued. "He's got our strength and perhaps our intelligence."



Range Rover Evoque Convertible testing at Eastnor

The installation marks the latest in Orlinski's "Born Wild" concept, which the automaker says resonates with the brand because it reflects the key values of the Evoque, "a car born in the wild but adapted for the city," a reference to the trademark off-road capabilities.

The installation will remain on-site in the French Alps, providing both artist and brand with increased visibility. Automakers often aim to highlight creativity and design, and the collaboration will help instill those values in Land Rover to a group of like-minded consumers.

Sponsor honorees

Because the values automakers like to convey are generally abstract in relationship to the function of the car, sponsorships are a common route.

For example, German automaker BMW recently sponsored creativity with the awarding of its first Art Journey in collaboration with Art Basel Hong Kong, which was given to Hong Kong-based Samson Young.

BMW documented and has shared Mr. Young's tour of five continents with consumers, as he works on his "For Whom the Bell Tolls: A Journey Into the Sonic History of Conflict" project, which focused on the relationship between the military and the musical instruments. Supporting creative minds allows automakers to subtly broadcast their own ingenuity and attention to aesthetics ([see story](#)).

Jaguar Land Rover has itself turned toward sponsorship roles to underline creative prowess.

Last month, British arts producer Artichoke, property management corporation Grosvenor Group and automaker Jaguar Land Rover worked together to illuminate London's Mayfair district.

In an effort to turn the district into a world-leading culture and arts destination, landmarks in the area hosted Lumiere London, a light festival that took place Jan. 14-17. The festival's happenings helped Jaguar to convey values in an unobtrusive manner that would not have been possible otherwise ([see story](#)).

Land Rover had the same purpose in mind with its sponsorship.

"Our partnership with BORN is all about celebrating creativity and it is fantastic to see this creativity applied to a design that is so close to my heart," Mr. McGovern said.