

AUTOMOTIVE

Rolls-Royce's Art Programme fosters creativity at Art Basel Miami Beach

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Image courtesy of Rolls-Royce

By STAFF REPORTS

British automaker Rolls-Royce Motor Cars is expanding the visibility of its Art Programme by commissioning a public art display during Art Basel Miami Beach next month.

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The site-specific art display will be placed at the Jewel Box at the National YoungArts Foundation in Miami and is in partnership with Georgia's Savannah College of Art and Design and curated by SCAD Museum and Exhibitions. Rolls-Royce's Art Programme display will be on view from Nov. 29 through Dec. 15, with Art Basel Miami Beach being held Dec. 1-4.

Driving creativity

Rolls-Royce has selected Jos Parl to join its Art Programme, with the project held concurrently with Art Basel Miami Beach being the inaugural collaboration. Mr. Parl, who was born in Miami and is of Cuban descent, studied at both Miami Dade Community College and Rolls-Royce's partner SCAD.

Mr. Parl has often mentored up-and-coming artists and is a master teacher with YoungArts. For this reason, Rolls-Royce saw a connection with Mr. Parl as the brand and its Art Programme fosters creativity.

"For our patrons, the commissioning of a Rolls-Royce motor car and the creation of fine pieces of art are bound by a common philosophy," said Torsten Müller-tvs, CEO of Rolls-Royce, in a statement. "Both endeavors are born of inspiration and are executed at the hands of highly skilled men and women, who strive to create beautiful objects with a profound sense of legacy."



Jos Parl for Rolls-Royce's Art Programme

"The Rolls-Royce Art Programme formally acknowledges the links between the world's most celebrated luxury house and the field of art through the creation of works that add to the rich tapestry of artistic endeavor," he said.

Mr. Parl's art display marks the third consecutive year Rolls-Royce has aligned with YoungArts during Art Basel Miami Beach. After its viewing in Miami Beach, the exhibition will travel to Mr. Parl's alma mater SCAD in 2017.

Rolls-Royce also had a presence alongside Art Basel Hong Kong. Last March, the auto brand teamed with Hong Kong-based artist Morgan Wong during the annual art fair to host an exhibit within the showroom.

The artwork looked into the value of urban development in relation to the automaker's Spirit of Ecstasy. The display gave affluent Art Basel attendees an additional reason to visit Rolls-Royce's showroom during the week of the event ([see story](#)).

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