

AUTOMOTIVE

## Audi turns UGC into fine art

December 20, 2016



Audi's #FanInspiredArt by Camilo Pardo

By STAFF REPORT'S

German automaker Audi is translating a few fans' social media posts into a more lasting medium.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

For its second edition of #FanInspiredArt, Audi commissioned car designer and fine artist Camilo Pardo to take five images photographed by its followers and turn them into custom art. While many brands spotlight user-generated content on social networks, Audi's effort ensures that these signs of affection leave a more lasting impression.

### Automotive art

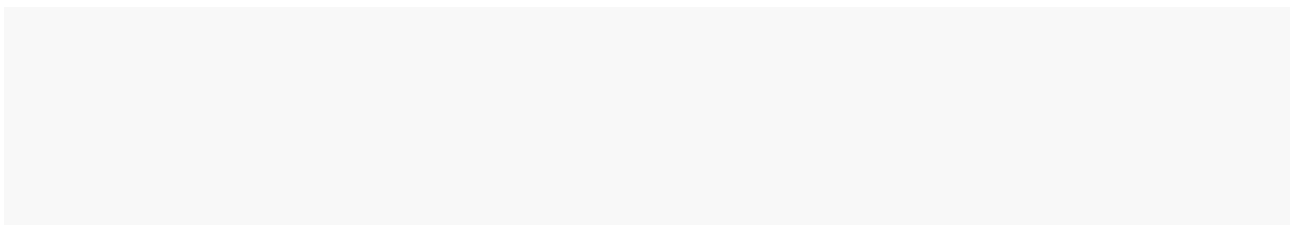
Audi documented its project in a short video. Mr. Pardo arrives at his studio and begins to work, talking about what it is like to capture the lines of an Audi vehicle in paint.

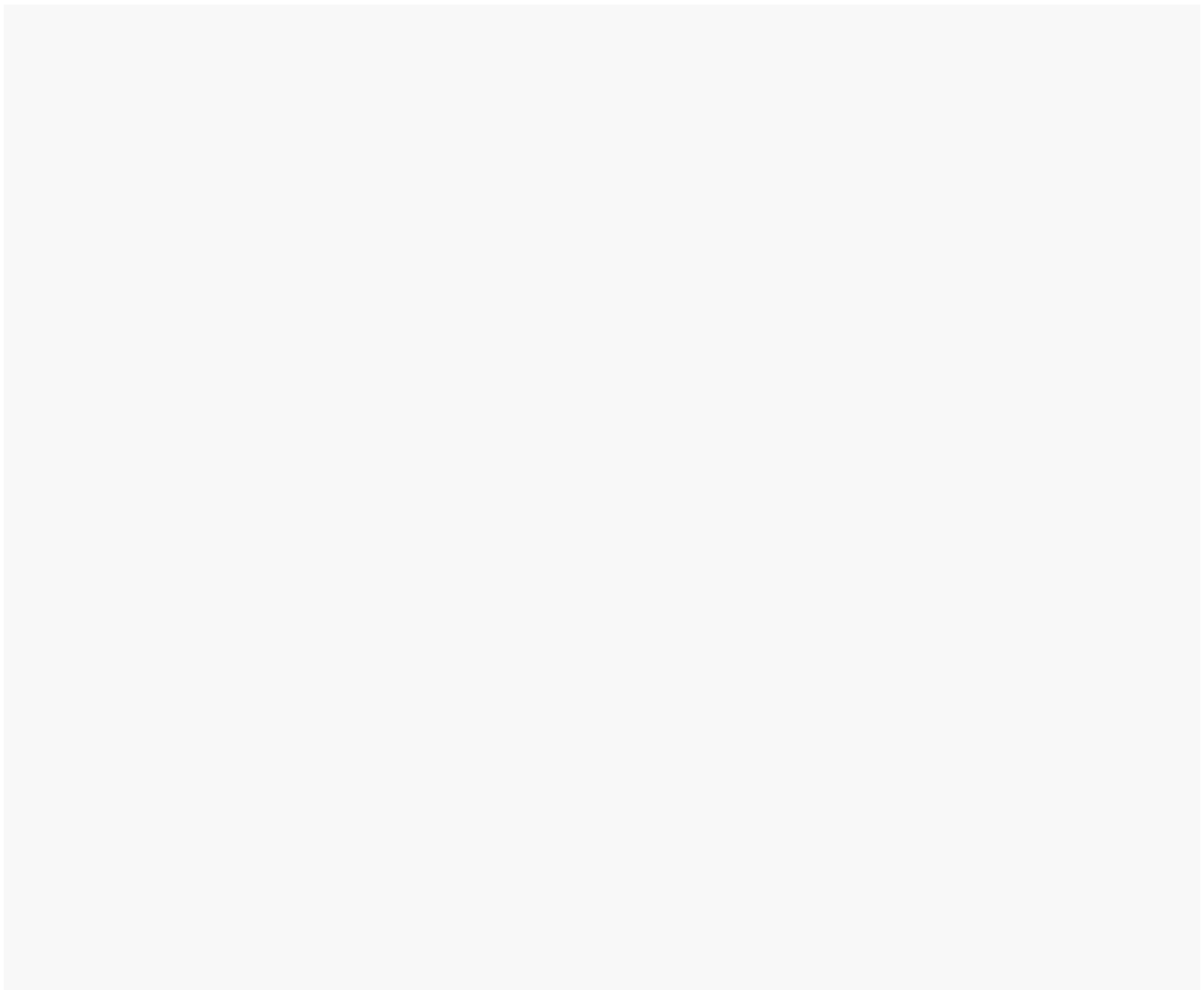
He explains how, although social media is technically a modern art form, putting these images into paint take them to the "next gear."

### *Audi Presents: Fan-Inspired Art with Camilo Pardo*

His completed painting stays true to the original poster, including the Instagram user interface surrounding his recreation of the photograph. He also paints the caption, which refers to the car, named Pebbles, as being the opposite of camera shy.

Nutschell, whose photo is featured, took a moment to voice his appreciation to Audi for spotlighting his image, calling the recognition a "gift."





Unbelievable...so honored and stoked to be considered much less included in this. I cannot wait to see all the final pieces created, but seeing my UrQ Pebbles in the Audi Fan Inspired Art reveal is as humbling an experience as I can imagine. Too too cool...thank you @Audi ----- #faninspiredart  
#audi #quattro #urquattro #urq

A photo posted by Nutschell (@nutschell) on Dec 19, 2016 at 2:16pm PST

While UGC shares are usually limited to digital channels, other brands have taken these fan posts to a new platform. For example, LVMH-owned footwear label Nicholas Kirkwood is putting the spotlight on its fans for its fall/winter 2016 campaign.

The brand's eponymous designer cast the effort by looking at his favorite posts tagged #MyKirkwoods, asking the consumer photographers to shoot themselves in his latest collection. User-generated content is becoming more popularly tapped by brands looking to showcase an authentic, personal view of their products ([see story](#)).