

AUTOMOTIVE

Range Rover looks to the urban art world through film

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Range Rover's latest film focuses on art. Image courtesy of Land Rover

By BRIELLE JAEKEL

British automaker Land Rover is painting a picture of its Range Rover Evoque Convertible as a piece of art in its latest vignette.

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"Urban Explorers Alexa" is the latest online video for the Range Rover vehicle in which the brand aligns itself with the art world. While traveling through an urban backdrop in the Evoque Convertible, viewers hear from a gallery curator as she discusses her feelings on art.

Range Rover art

The latest Range Rover film subtly inserts the brand into two spheres to help build its brand image: the art world and the urban jungle. The Evoque is being painted as a convertible in more than just one way.

While it can allow for roofless driving, it is meant to span both urban and rural landscapes to appeal to many drivers.



Range Rover's film focuses on art. Image courtesy of Land Rover

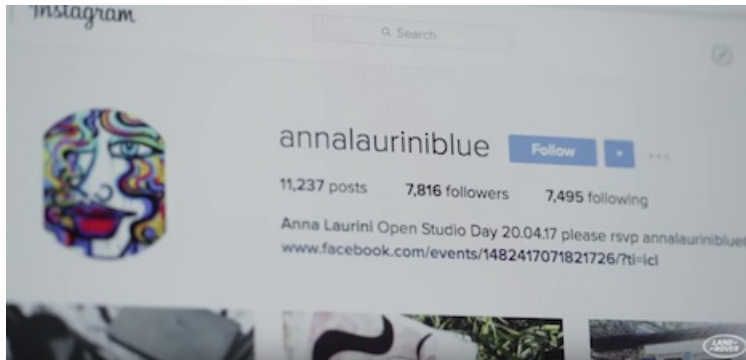
As gallery curator Alexa Pearson discusses how she discovers artists to feature in unique manners, she is also showing off how the Evoque can be used in a city atmosphere.

With a jazzy score playing in the background, the video opens up with close up and shots of art featured in Ms. Pearson's gallery. Cutting to Ms. Pearson, she tells the camera how wonderful it is to fall in love with an artist and their work while sitting in the Evoque.

More pieces of artwork are shown as she describes her to search to look for more artists to bring to the gallery.

Two years ago, Ms. Pearson tells the camera, she discovered a piece of street art outside her apartment building. She began seeing the artwork from the same artist all over town, but could not find out who the artist's name.

Footage of the curator driving around the city along with the street art from the artist are shown as Ms. Pearson explains that she finally found one mural with her name.



Alexa Pearson searched for artist Anna Laurini. Image courtesy of Land Rover

She details how she felt that the artist really had something and after looking through her social media, contacted the artist and the two collaborated on a show together.

Range Rover's Urban Explorer film

Range Rover marketing

Land Rover also recently spotlighted the design and creativity that went into its new Range Rover Velar model with a series of videos detailing the talent behind the vehicle and their thoughts on what it means to be "creative."

Titled "BORN Creative," Range Rover's series is in partnership with content creation company BORN. Each video sees a different designer speaking about their philosophy of creation and design while a Range Rover Velar is featured in the background ([see more](#)).

The automaker also took a page from Hollywood to show off its latest Range Rover design, with a short film that includes a high-speed chase shot by an award-winning director.

"Glide" is a television commercial for the most-recent design for the Range Rover. The ad shows the Range Rover racing against a glider plane, directed by Joachim Back in Nice, France ([see more](#)).