

AUTOMOTIVE

BMW expands art fair affiliations with art berlin sponsorship

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Installations at abc art berlin contemporary. Image credit: abc

By STAFF REPORTS

German automaker BMW is showing its support for Berlin culture by linking with a newly founded art fair.

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During Berlin Art Week, the first edition of art berlin will be staged from Sept. 14-17, with BMW as official partner. This builds on BMW Group's existing relationship with the Berlin art community, including the Mini brand's ongoing sponsorship of gallerist association art berlin contemporary (abc).

Art and auto

During art berlin, 110 national and international galleries spanning 16 countries will be showcasing art at Station "Gleisdreieck."

The fair, which is organized by Koelnmesse and directed by art berlin contemporary's Maïke Cruse, is produced through a partnership between Art Cologne and abc. Along with invited guests, the event is designed for the public.

Niche Berlin, which specializes in running tours of hidden architectural gems in the city and emerging art spaces, put together art berlin's four-day program, which will include events such as talks, performances, guided tours and screenings.

Contemporary artists such as Toms Saraceno and Peles Empire will give visitors an inside look at their studios, while Annabel Daou will be presenting her ongoing project Fortune, which asks strangers to submit to a palm reading for a small fee.



Works by Andrzej Steinbach and Toms Saraceno. Image credit: art berlin

Artist Uwe Henneken will also be hosting "Shamanic Journeying" with healer Roland Sprung.

During the show, BMW will be providing a VIP shuttle service.

In addition to its work with art berlin, BMW supports Berlin's cultural scene through partnerships with Preis der Nationalgalerie, Gallery Weekend Berlin and Berlin Biennale.

BMW similarly underscored its design prowess with the help of the Frieze New York international art fair.

In addition to reinstating its Frieze Sounds installation, BMW hosted art design talks at the 2016 edition of the fair. BMW has a history of participating in art fairs, giving its brand lifestyle and design credibility that makes it a more conspicuous player in its field ([see story](#)).

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