

AUTOMOTIVE

BMW celebrates Afro-Atlantic traditions with upcoming Art Journey

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Jama Cyrus has been selected for next BMW Art Journey. Image credit: BMW.

By STAFF REPORTS

German automaker BMW is furthering its commitment to supporting up-and-coming artists as part of its Art Basel participation.

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Judges picked artist Jamal Cyrus unanimously as its latest Art Journey winner from a group of three finalists. For BMW, the artist will now be taking a journey around Africa, Europe and the Americas to gain inspiration for his work and learn about the cultural hybrids that have formed from interactions between these different continents.

Art and auto

BMW's Art Journey gives artists the opportunity to explore the world to grow as an artist and study.

The auto brand chooses artists who have participated in Art Basel Hong Kong and Miami Beach.

This year, Mr. Cyrus was selected as its winner from Art Basel Miami. The artist is backed by Inman Gallery in Houston, TX.

Throughout his journey, the artist will interview artists, musicians, historians and philosophers who all have an impact or relation to the traditions and culture of the Afro-Atlantic.

The artistic director of the New Museum in New York, curator for Contemporary Art at Berlin Biennale and director for Museo de Arte Moderno de Buenos Aires are among the five judges who selected Mr. Cyrus as the contest's winner.

Both Art Basel and BMW will be working with Mr. Cyrus to collect content along his journey, which will be shared on a variety of outlets such as print, publications and social media.

"Jamal Cyrus' BMW Art Journey delineates an imaginary geography that transforms relations of power and imposed hierarchies," the five-member jury stated. "His journey combines elements of directed research and open-ended discovery, all within a deeply considered theoretical framework.

"His project struck us as a profound and sincere search for an understanding of the self, through the artistic lens of

an individual who never forgets his role as a teacher, and who therefore foresees the multiplying effect of his experience," they said. "Cyrus' BMW Art Journey will expand and amplify a practice that has already brought much to the conversation around culture, history and identity in the United States."



BMW also created an installation for Art Basel with drones last year. Image credit: BMW

BMW has a long-standing relationship with Art Basel in support of its commitment to the arts.

The German automaker also recently showed its support for Berlin culture by linking with a newly founded art fair.

During Berlin Art Week, the first edition of art berlin was 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) ([see story](#)).

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