

AUTOMOTIVE

## BMW integrates sustainability into art with out-of-home push

April 16, 2018



BMW sponsors another art exhibit for Kyotographie. Image credit: BMW.

By BRIELLE JAEKEL

German automaker BMW is using cutting-edge themes for out-of-home advertising, returning as the sponsor for an art event with an environmentally friendly and artistic stance.

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BMW is continuing to support international photography festival Kyotographie in a way that is congruent with its innovative presence. The automaker is providing transportation services during the festival in Japan, but with a focus on environmentally friendly measures, as well as crafting its own installation with Chanel.

"We're very proud to be supporting Kyotographie 2018," said Peter Kronschnabl, CEO and president of BMW Group Japan. "Like BMW, Kyotographie prizes innovation and creativity."

### Art and auto

The automaker will make its return in supporting the Kyotographie festival, which is an art event that takes place all over Kyoto, Japan, rather in just one space.

Running from April 14 to May 13, festivalgoers will be able to catch free shuttles from BMW that are specially wrapped. The fleet will exclusively be comprised of BMW's electric vehicle, the BMW i3, while bicycles will also be available to keep sustainability at the forefront.



*BMW sponsors another year of Kyotographie. Image credit: BMW.*

Kyotographie's unique set up will encourage visitors to see hidden parts of the city they might not have seen before and get a better feel for the culture.

Unique locations such as an old newspaper printing plant, a former ice factory, a temple and a wholesale market will act as some of the venues in the festival.

A total of 15 different exhibits in 15 different locations will be featured, including a first appearance in Japan from artist Jean-Paul Goude, presented by BMW and Chanel.

The photographer, known for working with celebrities such as Rihanna, Drew Barrymore and Pharrell Williams, has also created a special wrap for one of the shuttle fleet.

There will also be another wrap from up-and-coming Japanese artist Izumi Miyazaki.



*BMW sponsors exhibit for Mr. Goude. Image credit: BMW.*

To spotlight environmentally-friendly services in Japan, BMW is gifting the mayor of Kyotographie a BMW i3.

BMW and exhibitions

BMW has a heavily integrated relationship with the art industry.

The automaker furthered its commitment to supporting up-and-coming artists as part of its Art Basel participation.

Judges picked artist Jamal Cyrus unanimously as its latest Art Journey winner from a group of three finalists. For BMW, the artist began 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 ([see more](#)).

BMW also unveiled its latest vehicle in the Art Car series, which was designed by Chinese multimedia artist Cao Fei.

Ms. Fei is a young artist who works with virtual and augmented reality to address the future of mobility and digitized

driving. BMW Art Car #18 was unveiled at the Minsheng Art Museum in Beijing on May 31 ([see more](#)).

“I have every confidence that this festival will grow and bring new stimulus to the world of art, just as BMW does to the world of mobility,” Mr. Kronschanbl said.

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