

AUTOMOTIVE

BMW to host third annual Art Journey at Art Basel this year

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BMW's Art Journey returns for Art Basel this year. Image credit: BMW

By STAFF REPORTS

German automaker BMW is committing to sponsoring the arts by continuing its longstanding partnership with Art Basel this year.

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Beginning on June 14, Art Basel will showcase art from around the world and BMW will be there to offer shuttle services for VIP guests. Additionally, BMW will sponsor many of the artistic exhibitions as part of its BMW Art Journey campaign.

Art Journey

From June 14 to 17, more than 4,000 artists will be represented in Switzerland at Art Basel to showcase their work along with some of the leading galleries in the world.

BMW will be on hand, as it has in previous years, to support the event. VIP guests will be able to get shuttle service to the event from BMW along with staying in the BMW reception area.

At the reception, the Basel Chamber Orchestra will perform a movement along with Samson Young, the winner of BMW's first Art Journey. Art Journey is a joint initiative between BMW and Art Basel that began in 2015 to recognize up and coming artists from various disciplines and backgrounds.



Samson Young, winner of the BMW's first Art Journey. Image credit: BMW

This year marks the third annual BMW Art Journey, which will begin with the Art Journey Talk, a panel discussion with the three previous winners of Art Journey.

The next winner of BMW Art Journey will be announced at Art Basel and recognized for their work.

Beyond Art Basel, BMW has made ties with the art world. Last year, the automaker 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 story](#)).

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