

AUTOMOTIVE

Rolls-Royce brings its Art Programme to Serpentine Galleries

June 19, 2018



Rolls-Royce and the Serpentine Galleries enter into partnership. Image credit: Rolls-Royce

By STAFF REPORTS

British automaker Rolls-Royce is elevating its art practices through a new bespoke partnership.

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The Rolls-Royce Art Programme is furthering its relationship with Serpentine Galleries as a benefactor. While its bespoke collaborations will start next year, this year will kick off the partnership with the collection of Rolls-Royce Phantoms and Ghosts during the gallery's Summer Party on June 19.

"The Rolls-Royce Art Programme has played an important role in bringing new artworks to fruition. One of its core values is to foster creativity," said Torsten Mille-tvs, CEO of Rolls-Royce Motor Cars, in a statement. "Through our support of the Serpentine Galleries we continue this legacy.

"We look forward to developing a bespoke and lasting relationship with one of the most important art institutions in the world," he said.

Driving art initiatives

Rolls-Royce is lending its Phantoms and Ghosts to the galleries for its annual fundraiser, which helps support free admission for the galleries.

The automaker says the partnership with Serpentine is reflective of its ongoing commitment to the art community and continued support of internationally renowned art institutions.

For instance, Rolls-Royce also recently brought its quality craftsmanship to the art industry with a special exhibit.

In partnership with photography tool manufacturer Leica Camera, Rolls-Royce spotlighted the team members behind its Cullinan SUV as the subjects for a photo exhibit at this year's London Craft Week. Viewers were offered a look inside the Home of Rolls-Royce in Goodwood, West Sussex ([see story](#)).



Rolls-Royce Phantom VIII. Photo: James Lipman/ jameslipman.com. Image courtesy of Rolls-Royce Motor Cars

"The Serpentine is thrilled to have the support of Rolls-Royce Motor Cars, helping us to inspire the widest audiences by championing the possibilities of art and architecture," said Yana Peel, CEO of Serpentine Galleries and Hans Ulrich Obrist, artistic director at Serpentine Galleries, in a joint statement. "We are delighted to celebrate this association with the Rolls-Royce Art Programme and its legacy of support to the contemporary art world.

"We look forward to a meaningful partnership, which will help keep our program free and accessible to everyone, all year round," they said.

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