

AUTOMOTIVE

BMW exhibition explores the fluidity between binary genders

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BMW features "Sex" by Anne Imhof. Image credit: BMW

By STAFF REPORTS

German automaker BMW is furthering its interest in art, bringing back an exhibition series for a third time with a look at the fluidity of gender.

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For its ongoing partnership with British art organization Tate Modern, BMW is sponsoring an exhibit by artist Anne Imhof. From March 22 to 31, Tate Modern will host the installation for the third annual BMW Tate Live Exhibition in its subterranean Tanks.

BMW and art

The installation by Ms. Imhof, titled "Sex," takes a look at the fluidity between binaries in both a daytime exhibition and live performances at night.

In the Transformer galleries, a collection Ms. Imhof's paintings will be featured, while the exhibition pieces will take place in the South and East Tanks.

For the live performances, a variety of influencers will interact as characters with each other and objects around them, orchestrated by Ms. Imhof.

"Through our partnership with Tate Modern, BMW Tate Live has developed into an innovative exhibition format which attracts the world's leading performance artists to London," said Graeme Grieve, CEO of BMW Group UK and Ireland, in a statement. "We are delighted that Anne Imhof will stage her exciting program in the Tanks space in March and look forward to another successful exhibition."



BMW's exhibition space for "Sex." Image credit: BMW

Ms. Imhof was awarded the Preis der Nationalgalerie in 2015, an award for which BMW is a partner.

This is one of many art initiatives the German automaker has taken on as much of its strategy is devoted to the art.

BMW also recently 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 ([see story](#)).

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