

AUTOMOTIVE

BMW gives glimpse of upcoming model in abstract art

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Thomas Demand created abstract imagery based on BMW's Vision MNext. Image courtesy of BMW

By STAFF REPORTS

German automaker BMW is teasing its latest future mobility concept through art, presenting works inspired by the Vision M Next before revealing the car itself.

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BMW commissioned artist Thomas Demand to photograph the concept car ahead of its official reveal later this month. The artist's work for BMW intends to reveal glimpses of the car while retaining a sense of mystery.

"When we reveal a new vehicle, there are myriad overall views at play," said Adrian van Hooydonk, senior vice president at BMW Group Design, in a statement. "This time we're taking a new approach and presenting a selection of artworks ahead of the car's unveiling.

"The photos are fascinating and tell their own story. They are very close to the BMW Vision Vehicle and yet completely abstract, pure art," he said. "They will only become tangible when you set eyes on the Vision Vehicle itself."

Abstract art

The BMW Vision M Next is the latest concept car from the automaker that is focused on the future of driving. Compared to the Vision iNext, which explored what is to come in autonomous driving, the Vision M Next instead is centered on the human driving experience behind the wheel.

BMW will be officially unveiling the Vision M Next in Munich in June.

Taking a new approach to a concept debut, BMW is giving consumers a preview of the car through photography.

Mr. Demand chose features of the car and recreated them in paper and cardboard. He then shot the models in close-up, creating abstract imagery.



Photo by Thomas Demand for BMW. Image courtesy of BMW

"Like most artists, I'm fascinated by things we haven't seen before, images still to be discovered," Mr. Demand said in a statement. "So I was delighted to accept the invitation of Adrian van Hooydonk and his team.

"I think the way I look at photography puts me in a good place to bring out essential, abstract elements. The M Next study is a highly complex vehicle whose radical design extends beyond the job description of an everyday model," he said. "A concept like this represents a very interesting opportunity for me to transport these ideas and future forms into the public consciousness."

BMW previously worked with Mr. Demand in 2000, when he was one of 28 artists commissioned for the brand's AutoWerke collection.

The automaker has a number of art alliances. For instance, BMW partnered with Gallery Weekend Berlin, furthering its presence in the art world.

For the 15th year, BMW was the main partner of the event, a role that includes providing shuttle service for VIPs. Around the globe, BMW has aligned itself with a number of art events, including Frieze and Art Basel, making art a key part of its positioning ([see story](#)).