

AUTOMOTIVE

## BMW explores craftsmanship in latest art collaboration

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*BMW has announced its third artist for its Open Work project with Frieze. Image courtesy of BMW*

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By STAFF REPORTS

German automaker BMW is reaffirming its connections with the art world by commissioning a new piece for Frieze this fall that is centered on its technology strengths.

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For the third straight year, BMW and Frieze have continued their relationship through the BMW Open Work by Frieze initiative. BMW has aligned itself with a number of art fairs, including Frieze and Art Basel, making art a key part of its positioning.

Automotive art

The latest project from BMW Open Work focuses on technology and craftsmanship.

French artist Camille Blatrix was chosen to create this year's artwork, which will debut at Frieze. This fall's event will run from Oct. 2 to Oct. 6 in London.

For the piece, Mr. Blatrix is working with BMW Individual, the automaker's department focusing on car customization. This will help shape his perspective on BMW's technological expertise.



*Artist Camille Blatrix will debut his work at Frieze this October. Image courtesy of BMW*

"At its third year, BMW Open Work has developed into a unique encounter between industrial knowledge, technology and artistic thought," said Attilia Fattori Franchini, curator of BMW Open Work, in a statement. "Working with such a talented practitioner as Camille Blatrix is an exciting privilege.

"I can't wait to see how his interest in the emotional possibilities of functional objects produces new and uncanny relationships through working with BMW," she said.

BMW also had a presence at Frieze's first art fair in Los Angeles earlier this year.

The automaker extended its long-standing relationship with Frieze by providing a shuttle service of a BMW 7 Series and a BMW i3 for the fair's VIP clients. Los Angeles-based street artist Spencer Mar Guilburt also continued his BMW X7 Mural Art Tour, which began in Miami for Art Basel, by painting two new murals at Frieze ([see story](#)).

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