

AUTOMOTIVE

Rolls-Royce to unveil new digital art based on cars' painting data

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Medley of color: Foundation of new Rolls-Royce digital art by media artist Refik Anadol. Image credit: Rolls-Royce

By STAFF REPORTS

Rolls-Royce Motor Cars has tapped media artist Refik Anadol to create a new data-based digital work for the Rolls-Royce Art Program.

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The Turkish-born, Los Angeles-based Mr. Anadol will develop new digital art using data sets pertaining to the color of every Rolls-Royce car created since 2009 at the British automaker's factory in Goodwood, West Sussex. The new artwork is called *Art of Perfection: Data Painting*.

"Refik Anadol was recently an honored guest at the Home of Rolls-Royce in Goodwood, West Sussex, where he was drawn to the complex data sets generated by the Surface Finish Center, as well as the thousands of unique colors chosen by our clients," said Torsten Müller-Örs, CEO of Rolls-Royce Motor Cars, in a statement.

"We look forward to previewing his digital artwork which incorporates these data sets and colors, fittingly at the Home of Rolls-Royce," he said.

Rolls-Royce, owned by Germany's BMW, is one of the world's leading producers of luxury cars.

Paint by numbers

Rolls-Royce will preview the artwork Sept. 21 at a philanthropic event, "Dine on the Line," held at its Global Centre of Luxury Manufacturing Excellence in Goodwood.

This year's event will be in support of the Evelina London Children's Hospital "Art for Allergy" Appeal. It will bring together 250 art aficionados and philanthropists for an evening of art, automotive and culinary experiences.

The company said the new commission will afterwards go on permanent display at Rolls-Royce's global headquarters, with an edition of the piece traveling to international showrooms from early 2020.



Refik Anadol examining color samples for Rolls-Royce cars whose digital data is tuned into art. Image credit: Rolls-Royce Motor Cars

The new artwork comprises an LED "canvas," conveying a unique data painting that uses a series of data sets taken from Rolls-Royce Motor Cars' Surface Finish Center, the company said.

The data relates to the color reference of each car produced over the past decade, combined with the data generated by the programmed robotic movement required to perfectly apply the surface finish to each car.

The custom visuals created for this work have been precisely designed to complement the "canvas" and surrounding space, Rolls-Royce said.

"As an artist who utilizes data as pigment, I'm very excited that Rolls-Royce is sharing their complex computational painting data with me, to use as the raw material for this artwork," Mr. Anadol said in a statement.

"This project will be very collaborative as there is a direct correlation between Rolls-Royce's process and mine, in that we harness machines and machine intelligence to help actualize our vision of beauty," he said.

Man on machine

Mr. Anadol's art talks to the challenges and the possibilities that ubiquitous computing has imposed on human kind, and what it means to be a human in the age of machine intelligence.

The artist explores how the perception and experience of time and space are radically changing as machines dominate consumers' everyday lives.



Media artist Refik Anadol

Mr. Anadol's site-specific audio-visual performances have been presented internationally at the Hammer Museum in Los Angeles, International Digital Arts Biennial in Montreal, Quebec, and the Ars Electronica Festival in the Austrian city of Linz.

ROLLS-ROYCE said its art program has supported a number of high-profile artists in recent years, including Toms Saraceno, Isaac Julien, Asad Raza, Angela Bulloch and Yang Fudong.

Details of the new direction for the Rolls-Royce Art Program will be disclosed next month.

"Since its foundation over 115 years ago, Rolls-Royce Motor Cars has acted as a great source of inspiration for artists," Mr. Miller-tvs said in the statement. "It gives me great pleasure to see this continue to this day."

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