

AUTOMOTIVE

## Aston Martin explores artistic side of manufacturing in new collaboration

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*Aston Martin has named Robi Walters as its first Artist in Residence. Image credit: Aston Martin*

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By STAFF REPORTS

British automaker Aston Martin is showing support for the arts and sustainability by appointing an innovative Artist in Residence.

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Over the next year, London-based artist Robi Walters will work with Aston Martin to create artworks using recycled materials from the automaker's production sites. The move coincides with the start of production for Aston Martin's first sport utility vehicle, the DBX.

Aston Martin art

Mr. Walters is known for creating colorful collages using discarded objects. The artist has many celebrity fans, including actor Stellan Skarsgrd and music icon Sir Paul McCartney.

For this partnership, Mr. Walters will be using recycled materials from Aston Martin's production sites at Gaydon, St. Athan and Newport Pagnell. St. Athan is the automaker's newest manufacturing facility and will be the production home of the Aston Martin DBX.

*Robi Walters will use recycled materials from Aston Martin manufacturing facilities in his artwork*

Mr. Walters will also work closely with Marek Reichman, vice president/chief creative officer at Aston Martin, for a series of special projects.

"We are thrilled to be working with Robi as he is an exceptionally talented artist," Mr. Reichman said in a statement. "I've always believed that it is stimulating for all of my design team to be exposed to different forms of art and design, so this is an exciting collaboration for Aston Martin."

In a short film announcing Mr. Walters as Artist in Residence, geometric material scraps are seen in extreme close ups of an Aston Martin. As the engine turns on, the scraps burst from the exhaust as if confetti.

"For me, Aston Martin has always been iconic and the pinnacle of automotive design - they make beautiful cars, which are themselves incredible works of art and now after visiting the factory, and meeting some of the team, I am

incredibly inspired by the spirit of Aston Martin," Mr. Walters said in a statement. "To work closely with Marek Reichman developing creative projects and making pieces of art from materials that don't make it into the iconic sports cars will push me into new areas as an artist, and I just can't wait."

German automaker BMW has well-established connections with the art world, commissioning a new piece for Frieze this fall that is centered on its technology strengths.

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 ([see story](#)).

Outside of the luxury automotive industry, other high-end brands have established Artist in Residence program to forge connections with art.

Luxury cruise line Cunard is launching a new onboard program that takes fine arts to the seas in its latest effort bridging travel and culture.

Beginning this fall, Cunard is working with the United Kingdom's Clarendon Fine Art to offer an Artist in Residence program. Cunard often works to bring unique experiences, spanning fashion, theater and more, to its voyages ([see story](#)).

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