

ARTS

BMW Group re-ups sponsorship of Art D'gypte

October 25, 2019



This year's Art D'gypte is themed "Reimagined Narratives." Image credit: BMW and Art D'gypte

By STAFF REPORTS

BMW Group has returned for the second time to support Art D'gypte in Cairo as its official partner for a series of exhibitions themed "Reimagined Narratives."

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The **Munich-based automaker** first sponsored the exhibitions last year as part of its effort to support art and culture worldwide.

"This is not the first time we aim to merge contemporary art and ancient history," said Nadine Abdel Ghaffar, founder of Art D'gypte, in a statement.

"In our first show *Eternal Light: A Night of Art* at the Egyptian Museum, 'works of some of Egypt's foremost contemporary artists were displayed against the timeless backdrop of ancient artifacts at the Egyptian Museum in Cairo," she said.

"Our aim was to show the world that Egypt has continued to play a central role in the contemporary art and cultural landscape."

Rich source

Egypt's rich history and culture has inspired many luxury brands across sectors such as jewelry, automotive, art, fragrance and cosmetics, fashion and accessories and hospitality.

Renowned curators, collectors, archaeologists, ministers and historians are expected to visit the Art D'gypte exhibitions.

The current **Art D'gypte**, running through Nov. 9, is held under the auspices of Egypt's Ministry of Antiquities. UNESCO is patron.

Art D'gypte has organized annual exhibitions since 2017 to promote Egyptian contemporary art. The goal is to support young and emerging artists.

ART D'GYPT AIMS to link to the country's history and culture over the centuries, featuring leading galleries,

educational events, free public lectures and collateral exhibitions. This year 28 artists will display their works.

"Last year, we organized 'Nothing Vanishes, Everything Transforms', the second in our successful series of exhibitions," Ms. Ghaffar stated. "It put on view a collection of artworks by 28 contemporary artists at the Manial Palace Museum in Cairo, whose Andalusian, Arab and Ottoman halls speak of the diversity of Egyptian culture and arts."

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