

AUTOMOTIVE

Rolls-Royce debuts new episodes of Inspiring Greatness interview series

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Media artist Refik Anadol in the first episode of "Inspiring Greatness." Image credit: Rolls-Royce Motor Cars

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce Motor Cars has aired new episodes of its Inspiring Greatness interview series as part of its cultural giveback to society. In the first episode, a key question is asked: What does it mean to remember the future?

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For artist Refik Anadol, art is a way to grasp this evasive feeling. In the first episode of [#InspiringGreatness](#), Mr. Anadol's artwork for Muse asks the viewer to travel vicariously to the future through his machine-driven, yet human-centric world.

"For an artist working with technology, when I got the opportunity to work with Muse, The Rolls-Royce Art Program, it was one of those rare moments in life," Mr. Anadol said in a statement.

"When I visited the plant and saw the process of creating the motor cars, I witnessed an invisible world of perfection humanly perfect, not just machine perfect an incredible amount of ideation, technology and feelings embedded into the art of perfection," he said. "That was a pure inspiration."

Pigment of imagination

The second episode features Esther Mahlangu, an 84-year-old celebrated South African who began her illustrious life as an artist from an early age. Now, her geometric artworks that blend traditional Ndebele culture with the modern world are highly desired by a range of global clientele.

Ms. Mahlangu's steady hands paint with practiced precision gained from over 70 years of careful study, releasing lively geometric patterns born from her imaginative palette. Her artworks exhibit traditional symbolism from her culture, celebrating and immortalizing birth, death and weddings amongst the vibrant pigments and polished lines of her paintings.

As one of many testaments to her achievements, her work lives on in a singular bespoke [#RollsRoycePhantom](#), the Mahlangu Phantom.

[View this post on Instagram](#)

A post shared by Rolls-Royce Motor Cars (@rollsroycecars) on Apr 29, 2020 at 7:20am PDT

Color bind

Meanwhile, Mr. Anadol describes his artistic inspirations in conversations with **Rolls-Royce**. His recent digital artwork, called the "Art of Perfection: Data Painting," employs datasets from the colors of every Rolls-Royce motor car created at the company's Goodwood, England plant over the past 10 years. This is how Mr. Anadol thinks.

The work had a global public debut in the artist's hometown during Frieze Los Angeles earlier this year, exhibited at The Peninsula Beverly Hills in Los Angeles.

In his practice, Mr. Anadol explores how the perception and experience of time and space are radically changing now that machines dominate our daily lives. His site-specific audiovisual performances have been presented internationally at Los Angeles' Hammer Museum, Montreal's International Digital Arts Biennial and Ars Electronica Festival in Linz, Austria.

The "Art of Perfection: Data Painting" will be put on permanent display at Rolls-Royce's Goodwood headquarters.

"It gives me great pleasure to hear from Refik Anadol regarding his captivating interpretation of the paint colors derived at the Home of Rolls-Royce in Goodwood, England, over the past 10 years," said Torsten Müller-tvs, CEO of Rolls-Royce Motor Cars, in a statement.

"Now, more so than ever as the Surface Finish Center rests amid the COVID-19 pandemic, Anadol's artwork allows me to reflect on the great things that have come from our Global Center of Luxury Manufacturing Excellence, whilst we focus our attention on many inspiring things to come in the future," he said.

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