

AUTOMOTIVE

Rolls-Royce teases reveal of Dream Commission finalists

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Rolls-Royce rebranded its Arts Programme as Muse. Image courtesy of Roll-Royce

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce is set to announce the winners of its inaugural Dream Commission, a biennial prize honoring creativity in the media of moving image.

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The marque has long been committed to the art community, and relaunched the Rolls-Royce Art Programme as Muse in 2019. Rolls-Royce will announce four finalists for the Dream Commission on Oct. 21.

"It gives me great pleasure that Muse, the Rolls-Royce Art Programme, is able to support the world of moving-image art at this critical time for the industry," said Torsten Mlle-tvs, CEO of Rolls-Royce Motor Cars, in a statement. "Never more so than today have we needed the escapism of art with its ability to inspire greatness and foster creativity.

"As the Dream Commission moves into the next stage of the commissioning journey, we would like to thank the jurors and nominators for their time, expertise and commitment," he said.

Dream project

For the Dream Commission, four artists will be selected to create a short-form moving-image work. Their art will be featured on the automaker's website.

Finalists were selected by the Dream Commission's jury from nominations of more than 20 emerging and mid-career artists.

The jury, which includes directors from institutions such as London's Serpentine Galleries and Basel's Fondation Beyeler, convened virtually to determine the finalists.

A final winner of the Dream Commission will be announced in spring 2021. The winner will then be tasked with creating a full-length digital artwork.

Rolls-Royce intends for the Dream Commission to alternate with the Spirit of Ecstasy challenge on an annual basis.

Last year, the automaker tapped media artist Refik Anadol to create a new data-based digital work for the Rolls-Royce Art Program.

The Turkish-born, Los Angeles-based Mr. Anadol developed 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 artwork is called Art of Perfection: Data Painting ([see story](#)).

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