

AUTOMOTIVE

McLaren reveals Artura Art Car in new collaboration

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Nat Bowen with the McLaren Artura Art Car. Image courtesy of McLaren Automotive

By LUXURY DAILY NEWS SERVICE

British automaker McLaren has unveiled an artistic collaboration that is meant to embody its upcoming hybrid supercar.

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The automaker tapped British abstract artist Nat Bowen to create the McLaren Artura Art Car. The colorful car is featured in Ms. Bowen's exhibition at the ME Dubai hotel through March 31.

"We are delighted to have collaborated with Nat Bowen to showcase the all-new McLaren Artura featuring her signature multi-layered artwork in the iconic surroundings of the ME Dubai," said Mohamed Fawzi, market director for the Middle East and Africa at [McLaren Automotive](#), in a statement.

"The exhibition received phenomenal reception from the attending guests and allowed us to successfully engage with the extremely passionate art community in Dubai and the rest of the Middle East region."

Abstract Artura

For the collaboration, Ms. Bowen explored the themes of "art" and "future," which inspired the hybrid's name, as well as the psychology of color.

Her signature style is bright, multilayered resin pieces. For the Artura, this was interpreted as kaleidoscopic appearance, with the exterior's translucent resin pigments reflecting and absorbing light.



The McLaren Artura Art Car at the ME Dubai hotel. Image courtesy of McLaren Automotive

"It has been an honor to work with McLaren Automotive on this exciting concept and display it as part of my first solo exhibition in Dubai," Ms. Bowen said. "My goal was to provide a truly immersive experience and transport the visitors into a meditative state away from everyday distraction, as well as allow them to further explore and develop their relationship with color."

The long-awaited Artura was first teased in late 2020.

With the new McLaren Carbon Lightweight Architecture (MCLA) at its core, the Artura exemplifies McLaren's commitment to super-lightweight engineering to deliver outstanding levels of performance and engagement while powered by an all-new hybrid powertrain that features a new V6 engine ([see story](#)).

Deliveries of the Artura have [reportedly](#) been delayed to the semiconductor shortage.

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