

# RULES

## **BMW ART MAKERS, the experimental art & visual of all possibilities.**

### **Fourth edition of BMW Group France art sponsorship programme.**

After twenty years of support for photography and ten years of BMW Residency, BMW Group France has given a new direction to its artistic support at the beginning of 2022 and reinvented its model. Still dedicated to emerging creation, experimentation and the image, this new programme is open to all forms of visual art (digital art, photography, film, video, computer-generated, virtual and digital images) and offers a grant to an artist-curator duo, accompanied by a research and production fund.

#### **Context.**

Since its foundation in 1916, BMW Group has been a pioneer in mobility. The company is committed to accelerating, with passion, the transition towards free, sustainable, and responsible mobility. Its mission is to create the conditions to give meaning to its actions and develop mobility solutions in all territories while taking care of all resources. This mainspring also applies to its patronage.

In 2021, BMW Group celebrated 50 years of cultural commitment around the world. Since 1971, BMW Group has supported hundreds of projects in the fields of modern and contemporary art, jazz and classical music, architecture and design, contributing to the promotion of the arts.

#### **BMW ART MAKERS programme.**

BMW Group France has created a programme to support emerging creation in the visual arts, the BMW ART MAKERS, dedicated to experimentation, which has always been at the heart of its commitment.

With the BMW ART MAKERS programme, BMW Group France is extending its support to the visual arts, in all their forms and of all kinds: digital art, photography, film, video, computer-generated, dematerialised, virtual and digital images, including their presentation to the public. It is awarded to an artist-curator duo who present a joint artistic project and its implementation in space. Based on the project of a visual artist, the associated curator will present the result in exhibitions at major photography events such as the Rencontres d'Arles and Paris Photo<sup>1</sup>.

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<sup>1</sup> the exhibitions in these events are not contractual, the programme could change on decision of BMW Group France

In this new programme, the curators, who are essential to the exhibition of the projects, will be rewarded and highlighted with the artists who will be supported in the production of their project.

In 2024, the artist Mustapha Azeroual and the curator Marjolaine Lévy were chosen as the winners of the third edition of the BMW ART MAKERS with the project The Green Ray.

## **Programme**

This mentoring programme rewards an artist accompanied by a curator, whether independent or attached to an institution, who will perform the duties of artistic director (scenographer, architect, urban planner, designer, landscape architect, etc.) and whose name in the rest of the rules will be "curator".

BMW ART MAKERS supports projects based on the image, but which can explore all its dimensions and forms, their experimentation, the choice and research of media, reproduction techniques, their insertion in the media and distribution networks.

- The winning project must be proposed by an emerging visual artist accompanied by a curator, who will be responsible for ensuring that the project is carried out in accordance with the artistic requirements, deadlines and budget described in the call for applications. This is the first time that a programme of this scale has enabled a curator to be supported by a grant for a project in the visual arts.
- If the project requires it, the support of experts from BMW Group or its network on specific subjects such as sustainable development, image technologies (AR, VR, AI, etc.) and sound, it is possible to organise workshops or meetings remotely or at the head office in Munich.

### **1. The selection of two candidates forming an artist/curator duo.**

BMW ART MAKERS is addressed to a team made up of an emerging visual artist and a curator to accompany them in their project. They must apply together.

**The joint application must be written in French or English and submitted on the dedicated platform.**

**Please note that the application must be complete. Incomplete applications will not be considered.**

#### **a) The application must include:**

- a biography of each candidate;
- a presentation of the artist's general approach;

- a statement of intent for the proposed artistic project;
- a scenographic design that complies with the conditions of the exhibition project for Paris Photo<sup>1</sup> and another venue to be announced at a later date (on time and within budget), demonstrating the feasibility of the project and the way in which the two prizewinners plan to work. The schedule and provisional budget (proposed breakdown within the budget) must be included in the entry;
- two series of accomplished works by the artist;
- two images of the scenography already produced by the curator.

The project submitted for the BMW ART MAKERS must take an alternative look at the major issues facing the world today and the major societal and/or environmental challenges, and leave room for the creative process, research and experimentation, from the first thought to the final work, using all processes: technical, narrative, documentary, humorous, and on all types of supports, providing for the restitution of the proposal whatever the physical and/or digital place of restitution.

The project must be original and exclusive to BMW ART MAKERS and must not have been presented, even partially, at the time of application, nor exhibited prior to the exhibitions organised as part of the programme.

It must also include the most precise possible sketches of the planned exhibition project, enabling the jury to understand the project, and a realistic budget for its return.

Please note: any application that does not comply these criteria **will not be considered.**

**b) The curator undertakes to:**

- supporting the artist in the conception and realisation of his/her project (artistic research, artistic relevance, choice of media and devices, production of the various exhibition elements);
- Provide artistic direction for the project;
- draw up the schedule in liaison with BMW Group France (research, realisation, production, scenography);
- managing and monitoring the budget and incurring the corresponding costs within the budgetary framework set out in the rules for the call for applications;
- respect the budget and validate costs with BMW teams;
- write the project presentation texts for the exhibitions and a critical text putting the project into perspective, as well as the communication elements for a press kit;
- create the scenography, including the following technical elements:

- design the technical supports;
- choosing the right materials, studying feasibility;
- Produce 3D plans (using AUTOCAD or Sketchup software) for the scenography and its installation in the exhibition space;
- Produce drawings of the sides of the supports for the works of art and the furniture to be built and produced as part of this project;
- identify and choose the technical partners or sub-contractors needed to successfully complete the project.

- They will have to provide a project for a space that is realistic in terms of planning, budget, and production resources. The scenography must be approved by the artistic director of the exhibition venue.

- To liaise with the Production Manager and the Exhibition Managers, in liaison with the BMW Group France teams, for each stage of installation: scenography (staging), transport, hanging and unhooking of works, storage, production of an application, video, animation, printing on other media, etc., and to ensure their supervision while guaranteeing the budget and deadlines.

- taking part in press events, interviews, previews, communication on social networks, relaying BMW Group communications on its networks.

**c) The artist must propose a project to be delivered in May 2025.**

- The artist may work on any medium within the limits of the production budget and deadlines (see below). The trace of the work must be able to be materialised and conserved in a series of prints, or in digital form, to enable the artist to exhibit the work produced and to conserve it as well as for the BMW ART MAKERS collection.

- The artist agrees to assign the rights to reproduce, exploit and use some of the visuals in the context of promoting the work produced during the programme, in any way whatsoever, by means of publication on all media and on social networks.

- The artist will retain his/her moral rights to all the work produced during the programme.

-The artist must guarantee the organisers that the works presented do not infringe the rights of third parties and that he/she has obtained, where applicable, the necessary authorisations from the latter for any reproduction or exhibition.

- He/She must take part in press events, interviews, previews, and communication on social networks.

The artist must provide a minimum of 8 visuals of works produced (visuals, videos, etc.) in high definition that can be used for the promotion of BMW ART MAKERS. These visuals will be free of rights for a period of 10 years from the

date of signature of this agreement. These visuals will be credited with the name of the artist to which will be added the credit "BMW ART MAKERS".

Communication on social networks about the work destined for the BMW ART MAKERS must be done with the agreement of BMW Group France and in coordination with its teams until the unveiling of the project.

The artist must produce content for the social networks. Laureates must tag the BMW Group network accounts, in particular the @bmwgroupculture\_fr account on Instagram.

The artist/curator duo will undertake to respect the constraints of the exhibition venues and to make themselves available for the presentation of the project and the promotion of the programme to the different audiences, in particular the press and the management of BMW Group France.

## **2. Driving the BMW ART MAKERS.**

As a patron, BMW Group France finances, supports, and promotes the work, its production and exhibition.

### **a) Financial, material and technical conditions and value-added.**

BMW Group France offers:

- A grant of 10,000 euros to the artist to design and produce the project.
- A grant of 8,000 euros for the curator/artistic director to accompany the project, provide artistic direction, project management, budget and scenography.
- The curator will be the garant of a research and production fund of €15,000 to cover testing and experimentation, as well as the costs of researching and producing the works, including material and technical costs, printing, framing the works and/or any other chosen means of display/dissemination (video, virtual, digital, etc.), excluding the setting up and dismantling of the exhibition, and excluding lighting.
- Accompanying the members of the jury for the two stages.
- The production of a solo exhibition as part of the Paris Photo programme and the rencontres d'Arles, financed by BMW Group France according to the budget allocated for the project.
- Communication support (press relations, social networks).

### **b) Production of the works.**

The programme will result in the production of works by the artist accompanied by a curator.

The works produced will be divided into two batches.

- The first batch will be exhibited and then given to the artist according to a schedule determined by BMW Group France.
- A second batch will be given to BMW Group France in return for its sponsorship. It consists of a selection of works chosen by the artist and BMW. This selection must include all the works representative of the experimentation and the work carried out (including the images/photographic objects used for the communication of the exhibition).
- All production costs for these works are covered by the budget announced in the regulations and managed by the curator.

### **c) Exhibition of the works.**

A selection of the works produced during the programme will be exhibited at two partner photographic events: Paris Photo 2025<sup>1</sup>, and les Rencontres d'Arles.

### **3. Selection of candidates.**

Applicants must submit their applications by December 1<sup>st</sup>, 2024 at the latest.

The applications will be selected by a jury made up of leading figures from the world of arts and culture.

The following criteria in particular will be taken into consideration:

- the quality of the work already carried out by the applicants,
- the interest of the proposed artistic project
- its feasibility within budget and on schedule, for completion in May 2025,
- the candidates' adherence to the values expressed by BMW Group France: the quest for technical and aesthetic innovation, responsibility and sustainability,
- a scenography designed to be sustainable and reusable.

An email will be sent to the artist/curator duos shortlisted. They will then be asked to:

- make themselves available for a half-day interview with the jury during the week of December 18<sup>th</sup>, 2024,
- send or bring around ten significant works related to the project to enable the jury to gain a better understanding of the artist's work and world.

Following these presentations, the Jury will select the artist/curator duo for the programme.

#### **4. Calendar of events.**

- Applications open: October 23<sup>rd</sup>, 2024.
- Deadline for sending applications: December 1<sup>st</sup>, 2024(23:59 CET).
- Oral presentation by the finalists and deliberation by the jury date to be confirmed: week of December 18<sup>th</sup>, 2024.
- Announcement of the winners: December 20<sup>th</sup>, 2024.

#### **COMMITMENTS AND RESPONSIBILITIES.**

Participation in the BMW ART MAKERS call for entries implies full and unreserved acceptance of these rules.

The project submitted to the jury must be original and exclusive to BMW ART MAKERS and must not be exhibited, in whole or in part.

The laureate remains the owner of the work created and produced and must mention the support of BMW ART MAKERS in future publications and exhibitions.

The laureate agrees to cede the rights of reproduction, exploitation, and use of some of the visuals in the context of the promotion of the work produced during the residency, in any way whatsoever, by means of publication and on social networks.

He/she must guarantee the organisers that the works presented do not infringe the rights of third parties and that he/she has obtained, where applicable, the necessary authorisations from the latter for any reproduction or exhibition.

As specified in the rules, after the presentation of the laureates' work, a selection of signed works, chosen between the artist and BMW France, will join the company's collection.

Name of the artist :

First name :

Date of birth :

Full address :

Telephone number :

E-Mail :

Website

Instagram :

**I have read the rules and undertake to abide by them.**

Signed in

Date :

Signature preceded by "Read and approved"

Name of curator :

First name :

Date of birth :

Full address :

Telephone number :

E-Mail :

Website

Instagram :

**I have read the rules and undertake to abide by them.**

Signed in

Date :

Signature preceded by "Read and approved"

Any questions about the applications should be sent to the following email address: [bmw-art-makers@bmw.fr](mailto:bmw-art-makers@bmw.fr).

**The application must be completed by December 1<sup>st</sup>, 2024, 23:59 CET, deadline on <https://bmw-art-makers.plateformecandidature.com/>.**

**Incomplete and unsigned applications will not be examined by the jury.**