

RULES

BMW ART MAKERS – Experimental & visual art to see differently: the new arts patronage program from BMW Group France.

After twenty wonderful years spent supporting photographers and ten years of the BMW Residency, BMW Group France is now reorienting its support for the arts and reinventing its model. While its new program continues to focus on emerging work, experimentation and image-making, the scheme's scope has been broadened to include all visual arts (digital art, photography, film, video, and computer-generated, virtual, digital images), with a scholarship offered to an artist-curator duo and a research and production budget provided.

Background.

Since its creation in 1916, BMW Group has been a mobility pioneer. The company is passionately committed to speeding up the transition to free, sustainable and responsible mobility. Its mission is to create conditions that give meaning to its actions and enable the development of mobility solutions in all regions, while preserving all resources. This vision is also applied to its patronage activities.

In 2021, BMW Group will celebrate its 50-year commitment to culture throughout 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 in its bid to promote the arts.

In France, BMW Group has been patron of photography since 2003, providing a space for artists to express themselves freely and encourage the emergence of new talent. The BMW Residency launched in 2011 has been developed with a genuine emphasis on support, from creation to production, culminating in the unveiling of finished works at the Rencontres d'Arles and Paris Photo, and the publication of a book.

The BMW Residency hosted its 10th winner this year and is proud of the diversity displayed by all supported artists in terms of their practices and journeys.

Photography practices have evolved over the past decade and photographers continue to experiment and invent. This in turn has caused the BMW Residency to reinvent itself and evolve to keep in step with current artistic practices.

The new BMW ART MAKERS program.

BMW Group France is reinventing its support for photography with the launch of the BMW ART MAKERS program, which support emerging creation in the field of visual arts, while retaining its focus on experimentation, which has always been central to its commitment.

With the BMW ART MAKERS program, BMW Group France is broadening the scope of its support to include all formats and types of visual arts: digital art, photography, film, video, and computer-generated, virtual, digital images, and their presentation to audiences.

It will be awarded to an artist-curator duo who will submit a joint project to produce and exhibit a work of visual arts. Based on the visual artist's project, the partner curator will present the work in exhibition format at major photography events including the Rencontres d'Arles festival and Paris Photo fair¹.

This new program will reward and promote curators, who are essential for presenting projects to the public, alongside artists who will receive support with producing the project.

2021 edition.

This new mentoring program will be awarded to an artist supported by a curator, who may be either independent or attached to an institution and will perform the roles of artistic director, scenographer, architect, town planner, designer and landscaper, and will be referred to hereafter as the "curator".

BMW ART MAKERS will support projects exploring all dimensions and formats of image-making and promote experimentation, selection and research of media, reproduction techniques, and introduction of projects to the media and dissemination networks.

- The winning project will be submitted by an emerging visual artist supported by a curator who will ensure that the project is completed to the artistic standards, time frame and budget specified in the call for applications. This is the first time that a program of this scale has offered a curator support through a visual arts project scholarship.
- Depending on project requirements, support from BMW Group experts or its network may be provided on specific issues such as sustainable development, audio and image technologies (AR, VR, AI, etc.), and design in the form of workshops or meetings held either remotely or at BMW Group headquarters in Munich.

¹ exhibitions at these events are not contractually binding. The program may change on BMW Group France's decision.

1. Selection of two candidates forming an artist-curator duo.

BMW ART MAKERS is aimed at a duo comprising an emerging visual artist supported by a curator, who will assist him/her with his/her project. They must apply jointly.

a) Joint applications must be completed online in French or English and include:

- a biography of each candidate
- a presentation of the artist's general approach
- a statement of intent for the artistic project envisaged
- a statement of intent for the curation project satisfying project conditions (exhibition project for the Rencontres d'Arles and Paris Photo¹ meeting the specified time frame and budget) confirming the feasibility of the drafted project and the two winners' intended working methods. The planned schedule and projected budget (projected itemized costs in accordance with the budget) should be included in the statement.
- two sets of finished works produced by the artist

The project submitted for BMW ART MAKERS should offer an alternative perspective on major issues facing the modern world and key societal challenges and provide scope for the creative process, research and experimentation, from the initial idea to the end product, using all types of technical, narrative, documentary and comic techniques, and on any type of medium including a digital medium enabling delivery of the proposal either physically and/or digitally.

The project must be original and exclusive to BMW ART MAKERS and must not have been presented, even partially, at the time of application. Moreover, it must not be exhibited prior to the 2022 edition of Rencontres d'Arles or Paris Photo¹. The most accurate possible sketches of the foreseen exhibition project should also be included, enabling the jury to gain a full understanding of the project, and a realistic production budget should be provided.

Please note that applications that do not meet these criteria will not be selected.

b) The curator undertakes to:

- support the artist with designing and completing his/her project (artistic research, artistic relevance, choosing media and equipment, producing the various components of the exhibition)
- act as artistic director for the project
- draw up a schedule in consultation with BMW Group France (research, completion, production, scenography)

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- manage and monitor the associated budget and undertake expenditure included in the budget described in the rules of the call for applications
- draft texts presenting the project for exhibitions, a critical text providing an overview of the project, and publicity documents for the press pack
- act as scenographer (designing technical aids, choosing appropriate materials, assessing feasibility, producing 2D and/or 3D drawings) and producing the exhibitions presented at partner venues
- S/he must submit an exhibition project that is realistic in terms of schedule, budget and production methods. The scenography should be approved by the management of Rencontres d'Arles and Paris Photo.
- A production manager may take responsibility for some components including 3D drawings, hanging systems and stands (under the additional budget determined by BMW Group France)
- liaise with the production manager, the exhibition managers at Rencontres d'Arles and Paris Photo, and BMW Group France teams at each stage of their installation: scenography (staging), transportation, hanging and
- removing works, storing them, producing an app, video, animation, print on other media, etc., and supervising them, while also ensuring that the budget and deadlines are respected
- take part in press events, interviews, openings, and communications

c) The artist should submit a project that can be completed within 5 months.

The artist can work with all types of media within the limit of the production budget and deadlines (see below). A physical record of work in progress should be kept as a series of prints or in digital format to enable the artist to exhibit and retain work produced, and submit it for the BMW Art & Culture collection.

The artist agrees to surrender the rights to reproduce, exploit, and use a certain number of visuals, with a view to promoting work produced during the program by any means whatsoever including publication and social media.

The artist shall retain moral rights to all his/her work created and produced during the program.

S/he must vouch to the organizers that the works submitted do not infringe the rights of third parties and that s/he has, where appropriate, obtained from these third parties the necessary permissions for any reproduction or exhibition.

S/he agrees to take part in press events, interviews, openings, and communications.

The artist should provide a minimum of 8 high-definition visuals of works produced (visuals, videos, etc.) that can be used to promote BMW ART MAKERS and shall be royalty-free for a period of 10 years with effect from the signing date of this agreement. These visuals shall be credited to the artist's name with an additional credit to "BMW ART MAKERS".

Any communication on social media regarding work intended for BMW ART MAKERS should be approved by BMW Group France and coordinated with its teams until the project is unveiled.

S/he must produce content for social media (Instagram) and a takeover (management of the BMW Art & Culture Instagram account for a determined period) prior to the Rencontres d'Arles and Paris Photo¹.

The artist-curator duo shall undertake to comply with any restrictions in exhibition venues and ensure it is available to present the project to various audiences, in particular the press and BMW Group France senior management, and to promote the program.

2. Management of BMW ART MAKERS.

As patron, BMW Group France funds, supports and promotes the work created as well as its production and exhibition.

a) Financial, material and technical conditions and promotion.

BMW Group France offers:

- a €10,000 scholarship to the artist for designing and producing the project
- an €8000 scholarship for the curator in his/her role as curator/artistic director for his/her support with the project, artistic direction, project management, budget management and scenography
- a €15,000 research and production budget shall be provided to the curator for tests and trials, costs incurred by the research and production of works, including equipment and technical costs, printing, framing of works and/or any other chosen means of exhibition/dissemination (videos, virtual, digital, etc.), although excluding exhibition set-up and removal and lighting.
- support from jury members at two progress meetings
- the production of a personal exhibition included in the program of the Rencontres d'Arles and Paris Photo¹ funded by BMW Group France within the budget granted on the basis of the project.
- support with communications (press relations, social media, videos)

¹ exhibitions at these events are not contractually binding. The program may change on BMW Group France's decision.

b) Production of works.

The program will culminate in the production of works by the artist supported by a curator.

The works produced will be divided into two batches.

- the first batch will be exhibited and then returned to the artist based on a schedule set by BMW Group France.
- the second batch will be submitted to BMW Group France in consideration for its patronage. It will comprise a selection of works chosen jointly by the artist and BMW. This selection must include all works that are representative of the experimentation and work produced (including photographic images/objects used for publicizing the exhibition)
- any production costs for these works shall be covered by the budget described in the rules and managed by the curator

c) Exhibition of works.

A selection of works produced during the program will be exhibited at two partner photography events: the Rencontres d'Arles, between the opening week and the end of August 2022 and at Paris Photo¹ 2022, in the BMW Group France area.

3. Method for selecting candidates.

Candidates should submit their applications no later than December 15, 2021.

Applications will be selected by a jury comprising:

- Maryse Bataillard, Head of Corporate Communications and Public Relations at BMW Group France
- Léa Bismuth, curator and art critic
- Florence Bourgeois, Director of Paris Photo
- Hervé Digne, collector
- Nathalie Mamane Cohen, collector
- Chantal Nedjib, photography image consultant
- Jérôme Poggi, gallery owner
- Christoph Wiesner, Director of Rencontres d'Arles

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The following criteria shall be given precedence:

- the quality of previous work by applicants
- the worth of the proposed artistic project
- likelihood of completion within 5 months in accordance with budget conditions and the production deadline
- the candidate's support for BMW Group France values: striving for technical and aesthetic innovation, responsibility, and sustainability

Shortlisted artist-curator duos will be notified by email. They will then be asked to:

- ensure they are available for half a day mid-January 2022 for an interview with the jury
- send in advance or bring around ten significant works related to the project to give the jury a clearer idea of the artist's work and style
- Based on these presentations, the jury will then choose a winning artist-curator duo for the program.

4. Schedule.

- Applications open: October 5, 2021
- Deadline for submitting applications: December 15, 2021
- Interviews with finalists and deliberation by the jury: January 12, 2022
- Announcement of winners: mid-January 2022
- Two progress meetings with jury members: late February and mid-May 2022
- Production and completion by June 15, 2022
- Installation of the exhibition at Rencontres d'Arles¹ : late June
- Installation of the exhibition at Paris Photo¹: early November

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COMMITMENTS AND RESPONSIBILITIES.

By taking part in the BMW ART MAKERS call for applications, applicants fully and unreservedly accept these rules.

Projects submitted to the jury must be original and exclusive to BMW ART MAKERS and must not be exhibited, either fully or partially, before the Rencontres d'Arles 2022 or Paris Photo 2022¹.

The winner shall remain the owner of work completed and produced but must mention the support provided by BMW ART MAKERS in any future publications and exhibitions.

The winner agrees to surrender the rights to reproduce, exploit, and use a certain number of visuals, with a view to promoting work produced during the residency by any means whatsoever including publication and social media.

S/he must vouch to the organizers that the works submitted do not infringe the rights of third parties and that s/he has, where appropriate, obtained from these third parties the necessary permissions for any reproduction or exhibition.

As specified in these rules, after the winner's work has been presented, a selection of signed works chosen jointly by the artist and BMW France will be added to the company's collection.

Artist's last name:

First name:

Date of birth:

Full address:

Telephone:

Email:

Website:

Instagram:

I have read the rules and undertake to comply with them.

Signed in

Date

Signature preceded by the words "Read and approved"

¹ exhibitions at these events are not contractually binding. The program may change on BMW Group France's decision.

Last name of the curator:

First name:

Date of birth:

Full address:

Telephone:

Email:

Website:

Instagram:

I have read the rules and undertake to comply with them.

Signed in

Date

Signature preceded by the words "Read and approved"

Please email the following address with any questions regarding applications:
bmw-art-makers@bmw.fr.

Applications must be completed before the deadline of December 15, 2021, 23:59 CET on <https://bmw-art-makers.platformecandidature.com/>.