

CLASSIC DRIVER

Jean-Marie P rier’s transforming BMW dealerships around France into art galleries

Lead

When the Swinging Sixties hit France, there was one person at the heart of it all — Jean-Marie P rier. As the photographer of French magazine ‘Salut les Copains’, P rier famously captured pop stars the world over. And now, he’s bringing his iconic images to a French BMW dealership near you...

Flashbacks



A three-stop journey, Jean-Marie P rier’s Pop-Up Photo Tour, called “Flashback”, will start at the BMW Brand Store in Paris on 12 April, move to Dijon on 26 April, and then finish in Velizy on 31 May. In addition to displaying some of his most iconic images of celebrities from the 1960s — including The Beatles, Johnny Hallyday, The Rolling Stones, Miles Davis, James Brown, and Fran ois Hardy, to name but a few — P rier will accompany his art and be on hand among the fine German machinery to talk about his artistic process, anecdotes about the photos, and the adventures he went on to capture each celebrity in their truest form. For both the pop culture junkie and the Bavarian buff, BMW is proving that France is the place to be this spring!

Photos: BMW France

Gallery

