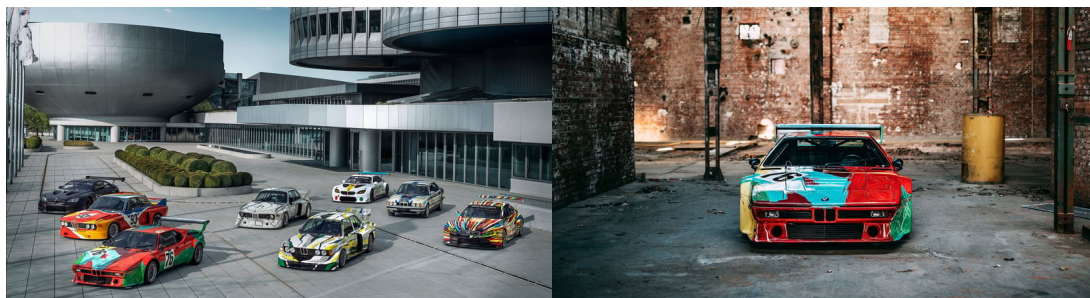


# CLASSIC DRIVER

## [Catch the BMW Art Car Collection on its 50th anniversary world tour](#)

### Lead

In 1975, Alexander Calder transformed a BMW 3.0 CSL into a rolling sculpture – and created the first of 20 BMW Art Cars. This year, the 50th anniversary of the BMW Art Car Collection will be celebrated during a spectacular world tour across all five continents.



Of all automotive brands, BMW certainly has the closest and most authentic connection to the world of fine arts. While most manufacturers collaborate with visual artists as part of their advertising strategies to feed their social media streams and reach young urban target groups, the first BMW Art Car was not created by PR and marketing strategists, but a racing driver: Frenchman Hervé Poulain. He had the idea to transform the BMW 3.0 CSL he intended to race at the Le Mans 24 Hours into a (rather fast) canvas, so he approached BMW Motorsport's frontman Jochen Neerpasch to get the official backing and commissioned his friend, the American sculptor Alexander Calder, to paint his car. Although Hervé Poulain did not finish the race, the bold and colourful pop-art livery caused waves beyond the car world and convinced BMW to kick off the art car series. Calder was followed by the biggest names of the art world – including Roy Lichtenstein, Andy Warhol, Jenny Holzer, David Hockney, Jeff Koons, Robert Rauschenberg, Olafur Eliasson and John Baldessari. [Six of them raced at Le Mans](#). "I love this car. It's better than my artwork," Andy Warhol had said about his BMW Art Car number 4 in 1979. Last year, [we followed the launch of the 20th BMW Art Car created by Julie Mehretu as it was raced at the 24 hours of Le Mans](#).







For 50 years, the BMW Group has offered artists a playground for their fascination with automobiles, creatively merging the worlds of art and design, technology and innovation, racing and engineering with their BMW Art Cars. In 2025, BMW will celebrate the 50<sup>th</sup> anniversary of the BMW Art Car Collection and the brand's unparalleled cultural commitment (with over 100 initiatives annually in the fields of contemporary art, music, film, and design) with an exhibition program on all five continents with numerous accompanying events. Here's an overview of the first confirmed dates and exhibitions, with more locations in Australia, Belgium, China, Germany, Kazakhstan, Latin America, Morocco, South Africa, Spain, Switzerland and the US being added to the tour along the way.



## The BMW Art Car World Tour 2025

**March 20 - 21, 2025 - SPARK Art Fair and MAK Museum Vienna, Austria**  
BMW Art Cars #3 Roy Lichtenstein, #4 Andy Warhol, #6 Robert Rauschenberg, #14 David Hockney, #16 Jeff Koons

**March 28-30, 2025 - Art Basel Hong Kong**

BMW Art Car #20 Julie Mehretu

**April 23 - May 5, 2025 - Shanghai Auto Show, China**  
BMW Art Car #20 Julie Mehretu

**April 18-20, 2025 - Art Dubai, United Arab Emirates**

BMW Art Car # TBA

**May 2025 - 50 Years of BMW Schweiz, Zurich, Switzerland**  
BMW Art Cars #5 Ernst Fuchs, #8 Ken Done, #11 A.R. Penck, #14 David Hockney, #15 Jenny Holzer

**May 9-11, 2025 - Taipei Dangdai, Taiwan**  
BMW Art Car # TBA

**May 14 - June 1, 2025 - Bratislava, Slovakia**  
BMW Art Cars #2 Frank Stella, #7 Michael Jagamara Nelson, #9 Mafalda Kayama

**May 15-18, 2025 - Market Art Fair, Stockholm, Sweden**  
BMW Art Cars #1 Alexander Calder, #3 Roy Lichtenstein, #4 Andy Warhol, #17 Jeff Koons

**May 23-25, 2025 - Concorso d'Eleganza Villa d'Este, Lake Como, Italy**  
BMW Art Car #13 Sandro Chia

**June 16, 2025 - January 1, 2026 - BMW Museum, Munich, Germany**  
BMW Art Cars #7 Michael Jagamara Nelson, #8 Ken Done, #13 Sandro Chia

**June 16 - August 31, 2025 - BMW Welt, Munich, Germany**  
BMW Art Cars #15 Jenny Holzer, #20 Julie Mehretu

**June 27-29, 2025 - The Aurora, Båstad, Sweden**  
BMW Art Cars #1 Alexander Calder, #3 Roy Lichtenstein, #4 Andy Warhol, #17 Jeff Koons

**July 3 - August 31, 2025 - Louwman Museum, Den Haag, The Netherlands**

BMW Art Cars #1 Alexander Calder, #2 Frank Stella, #3 Roy Lichtenstein, #4 Andy Warhol, #10 César Manrique, #12 Esther Mahlangu, #14 David Hockney, #17 Jeff Koons

**September 24-28, 2025 - Contemporary Istanbul, Turkey**  
BMW Art Cars #1 Alexander Calder, #20 Julie Mehretu

**Gallery**



















