

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 Merehtu 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 50th 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 Matazo 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

