

Media Information
August 31, 2023

BMW is official partner of Frieze Seoul.

Inaugural edition of Frieze Music Seoul presented in partnership with BMW and "The Electric AI Canvas" to be showcased at the art fair.

Munich/Seoul. From September 6 to 9, Frieze Seoul will open its doors at COEX in Gangnam, for the second edition of the internationally renowned art fair in Asia. The fair will feature more than 120 of the world's leading galleries, with a strong core of local exhibitors showcasing art from across Asia. A major highlight of this year's program is the inaugural edition of Frieze Music Seoul, presented in collaboration with BMW and featuring a live performance by acclaimed musician Colde. As one of Frieze's long-term global partners since 2004, BMW will both provide the VIP car service as well as present "The Electric AI Canvas" exclusively for the fair at the BMW Lounge.

In celebration of their long-term collaboration, BMW partners with Frieze to present the inaugural edition of **Frieze Music** in Seoul. On Friday, September 8 at S-Factory in the Seongsu-dong district the celebrated musician **Colde** will be joined by special guests **APRO, Khakii** and **DJ Conan** from the artist's label Wavy for a live performance. Colde is a South Korean singer-songwriter, praised for his unique blend of hip-hop and R&B. In 2019 and 2020 Colde was nominated at the Korean Hip-hop Awards and Korean Music Awards in two categories and was part of the lineup for the Grand Mint Festival 2020 at Olympic Park Seoul.

"Not only creating the most innovative premium automobile globally, the BMW Group has been a long-time patron of the culture and arts worldwide. At Frieze Seoul 2023, BMW presents a unique art experience to visitors with 'The Electric AI Canvas', which connects art and technology by bringing art into a new dimension," says **Sangyun Han, the Representative Director and President of BMW Group Korea.**

On the occasion of Frieze Seoul 2023, BMW will proudly present "**The Electric AI Canvas**" at the BMW Lounge. The installation is inspired by the new BMW i5 and is a unique combination of art and technology that uses AI in a responsible manner to create an immersive on-site art experience. The 100% electric BMW i5 transforms into a dynamic canvas of distinct generative art and features works by contemporary artists **Esther Mahlangu, Kohei Nawa, Eric N. Mack, Koo Jiyeon, Bin Woo Hyuk** and now, for the very first time, **Jung Soo Jung.**

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In collaboration with creative technologist **Nathan Shipley** (Goodby, Silverstein & Partners) and **Gary Yeh** (ArtDrunk), custom artificial intelligence-generated animations are crafted using AI models trained on a curated dataset of works from renowned contemporary artists. These AI models are built upon a foundational model trained from over 50,000 images spanning 900 years of art history. The AI generates entirely new abstract animations based on learned styles from classical and contemporary art, which are then projected onto the BMW i5. On Thursday, September 7 an exclusive **Art Talk** with curator **Gary Yeh** and contemporary artists **Jung Soo Jung** and **Koo Jiyeon** will take place at the BMW Lounge.

According to **Gary Yeh**, "This is an exciting moment to build on our previous art and AI collaboration, which we had always envisioned activating in person. Realizing this collaboration's full potential will create a unique opportunity for art fair visitors to experience digital art, a medium that can often feel disconnected from the physical world. At the forefront of contemporary art, the artists that we've brought together bring a variety of global perspectives and share in their unique explorations of materials and culture. As the animations evolve in front of your eyes, we hope to take you on a journey through their worlds and how they represent the fabric of our society. Past, present, and future."

For "The Electric AI Canvas", Nvidia's AI architecture StyleGAN is trained to evoke various artistic styles and then generate abstract evolving animations. After training a base model to represent art in general, StyleGAN is further trained on works from the participating contemporary artists. "We wanted to explore what happens when an AI image-generation model encounters works by specific artists; how do the results change when different parameters of the algorithm are modified and how can we use that to create animations that evoke the essential feeling of a particular artist's work," asks **Nathan Shipley**. "We see experiments like this as part of a fascinating early conversation about ways that AI can be used in art-making."

This human-machine art installation brings forth a distinct convergence of innovation and creativity. It continues BMW's engagement in crucial dialogues about technology and art in the AI era. Beyond visual artistry, "The Electric AI Canvas" stands as a testament to BMW's dedication to human-centred technology and sustainability, exploring the potential of AI as a creative tool.

To visit the BMW Lounge please note that entrance tickets are required:

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The Electric AI Canvas. An installation inspired by the new BMW i5.**At Frieze Seoul 2023:**

September 6-9, 2023

BMW Lounge, Hall C

COEX, 513 Yeongdong-daero,

Gangnam-gu

Opening Hours

Wednesday, September 6 (invitation only): 1pm to 8pm

Thursday and Friday, September 7 - 8: 11am to 7:30pm

Saturday, September 9: 11am to 6pm

Art Talk with curator Gary Yeh and artists Jung Soo Jung & Koh Jiyeon at Frieze Seoul 2023.

Thursday, September 7, 2023: 4pm

BMW Lounge, Hall C

COEX, 513 Yeongdong-daero,

Gangnam-gu

[Art Talk Media Accreditation](#)**Consumption and emissions figures:****BMW i5 eDrive40*:**

Power consumption combined in WLTP cycle: 18.9 - 15.9 kWh/100 km

Electric range in WLTP cycle: 497 – 582 km

*All figures are preliminary values.

If you have any questions, please contact:

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About Nathan Shipley

Nathan Shipley is a creative technologist who explores the use (and misuse) of artificial intelligence, machine learning, and other technical processes in combination with traditional animation and visual effects techniques to create generative imagery. In his own studio and in collaboration with other artists, Nathan investigates the intersections of technology, art, machine intelligence, storytelling and animation. Serving as both an advisor to technology companies and the Director of AI at Goodby, Silverstein & Partners in San Francisco, Nathan contributes to the development of new tools and explores their integration into the creative process. Furthermore, Nathan consults with museums and educational institutions, creating immersive, installation-based projects that demonstrate the potential and address the implications of technology at scale. Nathan holds a human-centric approach to AI as a tool in artistic pursuits, emphasizing respect for artists and creators, promoting diversity and inclusion, and working to actively mitigate bias. Nathan's work is part of the permanent collection at The Salvador Dali Museum and has been recognized in publications such as Artnet, The New York Times, Smithsonian Magazine, Wired, and The Verge.

About Gary Yeh

Gary Yeh is the founder of ArtDrunk, a contemporary art media platform engaging over 100,000 art enthusiasts globally. ArtDrunk works with leading artists, galleries, institutions, and brands to increase the accessibility to art. Gary's journey with art started like many others – random prints and posters of Impressionist paintings dotted his childhood home. But an eclectic AP Art History teacher, ultimately sparked his joy for art. Fast forward to college and ArtDrunk was born out of a desire to engage with art outside of an academic setting. ArtDrunk became his foot in the art world, which has developed into a personal mission to make art more accessible. Gary has worked across finance, tech, and fintech. Gaining experience at companies like Via Transportation and Fiserv has broadened his approach to the art world – he is always curious to find ways for art to reach millions more, just like the technologies he previously engaged with. After graduating from Duke University in 2017, he also served on the Nasher Museum's Student Advisory Board. Gary lives between New York and Seoul.

Biographies of the "The Electric AI Canvas" artists:

Bin Woo Hyuk (b. 1981) pulls from personal memories and experiences to create meditative paintings of the natural world. Focusing more on the atmosphere of an environment rather than any narrative elements, Bin creates a dream-like aesthetic. Living and working in Berlin, he takes inspiration from Germany's many forests and parks. Recent works are particularly influenced by the light and immersiveness of Claude Monet's Water Lilies.

Koo Jiyeon (b. 1982) creates psychological landscapes that represent the evolving characteristics and passage of time in urban environments. She captures the lifecycle of cities in both their creation and eventual destruction, as well as the human lives that flow through them. Her observation of changing cities results in a visual, abstract feast, blending a variety of brushwork both thick and thin.

Jung Soo Jung (b. 1990) explores the bonds between people, animals, and nature, while incorporating references to pop culture and mythology in her vastly imaginative paintings. Recently, she has been exploring social issues in more depth, as well as power and class dynamics across both historical and contemporary moments. Jung is featured in a solo presentation with A-Lounge Gallery in the Focus Asia section at Frieze Seoul.

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Eric N. Mack (b. 1987) navigates across the worlds of art and fashion, painting and sculpture. Working with scarves, floral prints, and other multi-colored fabrics, Mack expands the traditional definitions of painting. His choice of materials and often installation-based work center his practice on the human form and presence. He is currently included in an exhibition at Palazzo Grassi in Venice, Italy.

Esther Mahlangu (b. 1935) brings traditional Ndebele design into contemporary mediums and contexts. Her work takes inspiration from centuries of the South African house painting tradition, characterized by vibrant colors and geometric patterns that are used for communication and expression. The styles are passed on for generations through families. Mahlangu has brought Ndebele design onto the world stage and created the 12th BMW Art Car in 1991.

Kohei Nawa (b. 1975) works at the intersections of the virtual and the physical, the natural and the artificial, the individual and the whole. While Nawa is known for a multidisciplinary practice, the artworks involved in this collaboration focus on his explorations in material science. His Dune and Direction series experiment with different viscosities of paint and their interactions with gravity. Nawa is collected by and has exhibited across major institutions around the world, including at The Metropolitan Museum of Art and the Louvre.

About Frieze

Frieze is the world's leading platform for modern and contemporary art for scholars, connoisseurs, collectors, and the general public alike. Frieze comprises three magazines – Frieze, Frieze Masters Magazine and Frieze Week – and five international art fairs – Frieze London, Frieze Masters, Frieze New York, Frieze Los Angeles and Frieze Seoul. In October 2021, Frieze launched No.9 Cork Street, a hub for visiting international galleries in the heart of Mayfair, London. Frieze is part of the IMG network.

BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale BMW Art Cars Berlin Biennale Ólafur Elíasson Art Basel Max Hooper Schneider BMW Art Journey **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu Zaha Hadid Les Rencontres d'Arles Jeff Koons Acute Art Tate Modern **LONGEVITY** Artsy BMW Open Work by Frieze **PARTNERSHIP** Andy Warhol BMW Guggenheim Lab Lu Yang Samson Young Bavarian State Opera BMW Welt Jazz Award **CREATIVE FREEDOM** Tefaf **INTERACTION** State Academic Bolshoi Theatre of Russia Kyotographie Premio de Pintura Garage Museum of Contemporary Art Paris Photo **SUSTAINABILITY** Leelee Chan Art Dubai Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

Why Culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, even unsettling sometimes. As corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been involved in hundreds of cultural initiatives worldwide for over half a century, both in the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and as essential for groundbreaking works as it is for major innovations within a business enterprise like ours.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/overview

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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