

## Camille Blatrix to Explore Desire in 2019 BMW Open Work Commission at Frieze

Frieze and BMW announce the third BMW Open Work commission will be created by acclaimed Paris-based artist **Camille Blatrix**. Curated by **Attilia Fattori Franchini** since its inception in 2017, BMW Open Work gives an artist a platform to push the boundaries of their art, utilizing design and technology to pursue their practice in innovative new directions. Blatrix will present the new commission at Frieze London 2019, which takes place in The Regent's Park from 3 to 6 October 2019.

For the 2019 commission, Blatrix has chosen to work directly with **BMW Individual**, the BMW department focusing on car customization. Making use of the department's technical skills and craftsmanship, Blatrix will explore the concept of desire, considering the perversity of attraction and delving into perfection as an endlessly fascinating, frustrating even disturbing ideal.

Blatrix said: 'My practice is deeply rooted in a close dialogue with makers and suppliers, with ideas emerging intuitively from a direct technical conversation. Working with the BMW Individuality Department on this project, I can harness unparalleled technical knowledge, skills and facilities in a truly open-ended way. I'm excited to explore possibilities of production and consider the limits of physical perfection in a working towards the commission at Frieze London.'

Fattori Franchini said: 'In its third year, BMW Open Work has developed into a unique encounter between industrial knowledge, technology, and artistic thought. Working with such a talented practitioner as Camille Blatrix is an exciting privilege; I can't wait to see how his interest the



emotional possibilities of functional objects produces new and uncanny relationships through working with BMW.’

Launched in 2017, BMW Open Work invites an artist to develop a visionary project drawing on expertise from BMW design, engineering and technology, considering them as tools for innovation and artistic experimentation. For its first iteration, artist **Olivia Erlanger** integrated motion-sensitive sculpture, audio and immersive fog in her work *Body Electric*; while in 2018, **Sam Lewitt** engaged with BMW intellectual property and engine production to reimagine the manufacturing cycle as an engine in *CORE (the ‘Work’)*.

Blatrix is now in the process of developing his commission for BMW Open Work, which will be premiered at Frieze London in October 2019. Following recent presentations at institutions in Europe, this will be the artist’s first major project to be shown in London. Further details will be announced in the coming months.

## **FURTHER INFORMATION**

Frieze London takes place 3 to 6 October 2019 and is supported by global lead partner Deutsche Bank for the 16<sup>th</sup> consecutive year.

To keep up-to-date on all the latest news from Frieze, sign up to our newsletter at [frieze.com](http://frieze.com), and follow @FriezeArtFair on Instagram, Twitter and Frieze Art Fairs on Facebook. #FriezeArtFair #FriezeLondon #FriezeWeek

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### **NOTES TO EDITORS**

**Camille Blatrix** (\*1984 in Paris) graduated from the Ecolé Nationale Supérieure Des Beaux-Arts de Paris. Recent solo exhibitions include: La Verrière, Brussels (upcoming); Unlimited, Art Basel (2019); Lafayette Anticipations, Fondation d'entreprise Galeries Lafayette, (2019); Kunstverein Braunschweig, Braunschweig, Germany, (2018); Taylor Macklin, Zurich (2018), CCA Wattis Institute for Contemporary Arts, San Francisco (2016) and Mostyn Museum, Wales, 2015. Blatrix has additionally participated in group exhibitions at: Hessel Museum of Art, CCS Bard Galleries, NY, Museo el Eco, Mexico City, FRAC Île-de-France, Paris, Palais de Tokyo, Paris, and Sculpture Center, NY, and was part of the Lyon Biennale (2015). Blatrix won the 2014 Fondation d'entreprise Ricard prize.

**Attilia Fattori Franchini** is an independent curator and writer based in Vienna. She is cofounder of the non-profit platforms [bubblebyte.org](http://bubblebyte.org) and [Opening Times](http://OpeningTimes.com) and contributes essays and reviews to international publications such as *Mousse*, *CURA*, and *Flash Art International*. She is the curator of BMW Open Work by Frieze; Curva Blu, a residency project in Favignana, Sicily; the Emergent section of *miart*, Milan; and the latest edition of the Termoli Art Prize, Italy. Recent projects include *Could you visit me in dreams?* as part of *curated\_by 2018*, Vienna; *Red*

Lake at Point Centre for Contemporary Art, Nicosia (2018);  
and ARS17+ at Kiasma, Museum, Helsinki (2017).

**BMW Open Work** annually invites an artist to develop a visionary project that creates an immersive experience for the viewer. Drawing inspiration from BMW design and engineering, the commissioned artists will consider current and future technologies as tools for innovation and artistic experimentation. The initiative's title 'Open Work' is inspired by Umberto Eco's literary essay 'Opera Aperta' (1962) which proposes the idea that artworks are constituted in part by the public or by chance, and are therefore open to a wide range of interpretations. BMW has been partnering with Frieze since 2004. In 2012, they co-initiated the 'Frieze Sounds' program.

**BMW:** For almost 50 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on contemporary and modern art, classical music and jazz as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have co-operated with BMW. In 2016 and 2017, female artist Cao Fei from China and American John Baldessari created the next two vehicles for the BMW Art Car Collection. Besides co-initiatives, such as BMW Tate Live, the BMW Art Journey and the "Opera for All" concerts in Berlin, Munich and London, the company also partners with leading museums and art fairs as well as orchestras and opera houses around the world. The BMW Group takes absolute creative freedom in all its cultural activities – as this initiative is as essential for producing groundbreaking artistic work as it is for major innovations in a successful business.

Further information: [www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and  
[www.bmwgroup.com/culture/overview](http://www.bmwgroup.com/culture/overview)

**Frieze London 2019** will bring together more than 160 galleries from 36 countries, representing the fair's most international edition since its launch. Introducing new curators and sections showcasing performance, emerging artists and the contemporary significance of complex art genealogies and colonial legacies, Frieze London will create an exceptional moment for cultural conversations on a global level. Opening 3 to 6 October 2019, Frieze London coincides with Frieze Sculpture and Frieze Masters in The Regent's Park, together forming the most significant week in London's cultural calendar.

**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 four international art fairs—Frieze London, Frieze Masters, Frieze New York and Frieze Los Angeles. Additionally, Frieze organizes a program of special courses and lectures in London through Frieze Academy.

Frieze was founded in 1991 by Matthew Slotover and Amanda Sharp, with the launch of frieze magazine, the leading international magazine of contemporary art and culture. In 2003, Sharp and Slotover launched Frieze London art fair, which takes place each October in The Regent's Park, London. In 2012, they launched Frieze New York, which occurs each May in Randall's Island Park, and Frieze Masters, which coincides with Frieze London in October and is dedicated to art from ancient to modern. In 2018, Frieze announced the launch of Frieze Los Angeles, which opened February 14–17, 2019 at Paramount Pictures Studios, Los Angeles. In 2016 Frieze entered into a strategic partnership with Endeavor, a global entertainment, sports and content company.

**Endeavor** is a global entertainment, sports and content company comprised of industry-leading brands including WME, IMG and UFC. Named one of Fast Company's Most Innovative Companies, Endeavor specializes in talent representation; brand marketing and licensing;

content development, distribution and sales; event management; and a number of direct-to-consumer offerings.

**Deutsche Bank** is the Global Lead Partner of Frieze worldwide and 2019 will be the 16th consecutive year it has supported the fair in a partnership that has strengthened and developed over that time. Deutsche Bank has been supporting the work of cutting-edge, international artists and their galleries for nearly 40 years and has distinguished itself as a global leader in corporate art programs. This year, the Deutsche Bank Wealth Management Lounges at Frieze London & Frieze Masters will feature the work of one of the most influential photographers working today, Viviane Sassen. The Dutch artist will debut an immersive installation of images drawn from a recent video made for a project at Versailles, using artefacts and architecture of the palace to allude to its many hidden histories. Viviane Sassen's work is featured in the Deutsche Bank Collection which forms part of the bank's Art, Culture & Sports program. Deutsche Bank is Germany's leading bank, with a strong position in Europe and a significant presence in the Americas and Asia Pacific.