*MUSE*, THE ROLLS-ROYCE ART PROGRAMME

COMMENCES FIRST

*SPIRIT OF ECSTASY CHALLENGE*

6 February 2022, Goodwood, West Sussex **Embargo to 13:00 BST**

* *Muse,* the Rolls-Royce Art Programme commences inaugural *Spirit of Ecstasy Challenge*
* *Spirit of Ecstasy Challenge* invites emerging designers to create unique works, inspired by Rolls-Royce and Spirit of Ecstasy
* Esteemed jury of design experts to select three finalists to create works in the medium of textile

*“The Spirit of Ecstasy Challenge is the second commissioning initiative of Muse, the Rolls-Royce Art Programme. While the Dream Commission supports artists working with moving-image art, the Spirit of Ecstasy Challenge embraces the diverse skill and creativity that exists within the world of design.*

*Through the Spirit of Ecstasy Challenge, Rolls-Royce harbours a desire to expand technical and conceptual boundaries, leaving a legacy of creative achievement with the Spirit of Ecstasy as its point of reference. This reflects the very essence of who we are at the House of Rolls-Royce – we have an enduring commitment to craftsmanship, rarity, conscientiousness, and of course, a constant striving for perfection. I hope to see this translated into the creations of the three Spirit of Ecstasy Challenge finalists.”*

**Anders Warming*,* Director of Design, Rolls-Royce Motor Cars**

*Muse,*the Rolls-Royce Art Programme, today announces the commencement of the inaugural *Spirit of Ecstasy Challenge*. As a biennial initiative, the *Spirit of Ecstasy Challenge* invites emerging design visionaries to create unique works inspired by Rolls-Royce and the Spirit of Ecstasy, the sculptural figurine that adorns the bonnet of every Rolls-Royce motor car. The Spirit of Ecstasy symbolises excellence, innovation and creativity, and is the ideal muse for this new, future focused design initiative.

An esteemed jury of design experts will select three designers to participate in the first ever *Spirit of Ecstasy Challenge.* The jury members include, Anders Warming, Director of Design, Rolls-Royce Motor Cars; Yoon Ahn, Director of Jewellery at Dior Men and Founder of Ambush; Tim Marlow, Chief Executive and Director at the Design Museum, London; and Sumayya Vally, Founder and Principal at Counterspace Studio, Johannesburg.

The Challenge invites emerging designers to experiment and expand the boundaries of materials that are key to Rolls-Royce craftsmanship, bringing together design, materials and craft into a dynamic dialogue. Celebrating tradition and innovation, each biennial Challenge will focus on a different medium and related field of practice – the selected medium for 2022 is textile. The chosen finalists will be announced in March 2022.

In 2021, a long list of emerging creative talents were nominated by an international committee of figures from the design world: Glenn Adamson, US-based curator, writer and former museum director; Anne Marr, Programme Director of Jewellery, Textiles and Materials at Central St Martins, London; Nana Ocran, Founding Editor of People's Stories Project, who works between the UK and Ghana; and Mizuki Takahashi, Executive Director and Chief Curator of the Centre for Heritage, Arts and Textile, Hong Kong.

Designers nominated for the Challenge were invited to create a proposal that would surprise, delight, and inspire. Entrants were also asked to consider their culture and heritage, the local and the global environment in which their creation will exist, sustainability and the technological impact of their creation.

The three finalists will be invited to the Home of Rolls-Royce in Goodwood, West Sussex, where they will meet the marque’s master craftspeople, before completing their creations. The final works will be unveiled later this year before proceeding on a global tour – including to Rolls-Royce showrooms – where they will be admired by art, design and luxury enthusiasts alike.

The Spirit of Ecstasy jury issued a combined statement:*“The Spirit of Ecstasy Challenge creates a wonderful platform for dialogue and the exchange of inspiration and ideas among creators and visionaries, and offers us ways of deepening and broadening our realm of understanding of textile-based artistic forms and languages of expression. We salute Rolls-Royce for the platform they give to emerging talent and look forward to seeing the works created for the initiative come to life. It will shine a light on craftsmanship, which is something that Rolls-Royce champions and demonstrates to the highest level.”*

Alongside the commencement of the *Spirit of Ecstasy Challenge*, Rolls-Royce has today unveiled a redesign of the figurine to grace the bonnet of its new all-electric Spectre. Originally designed by Charles Sykes in 1911, the Spirit of Ecstasy figurine has become an instantly recognisable symbol of British luxury. Her lower, more dynamic stance for Spectre will bring her much closer to Sykes’ original drawings from the early 20th Century.

To stay up-to-date follow [@rollsroycemuse](https://www.instagram.com/rollsroycemuse/?hl=en).

-ENDS-

**EDITORS’ NOTES:**

***Spirit of Ecstasy Challenge* Jurors**

**About Yoon Ahn**

Yoon Anh is the Creative Director of her own fashion label, Ambush, and the Jewellery Director at Dior Men. Born in South Korea and educated partly in the USA, she is currently based in Tokyo. With a love of Pop cultural references and subcultures, Ahn has collaborated with partners from Bulgari to Nike, and brings a fresh eye to the consideration of textile.

**About Tim Marlow**

Tim Marlow is Chief Executive and Director of the Design Museum in London. Formerly Artistic Director of the Royal Academy of Arts and Director of Exhibitions at White Cube, Marlow has been involved in the contemporary art world for the past thirty years as a curator, writer and broadcaster. He has worked with many of the most important and influential artists of our time to deliver wide-ranging and popular programmes and brings a commitment to diverse and engaging exhibitions to his new role showcasing the transformational capability of design. Marlow sits on the Board of Trustees for the Imperial War Museum, Art on the Underground Advisory Board, the Design Age Institute and Cultureshock Media. Marlow was awarded an OBE in 2019.

**About Sumayya Vally**

Sumayya Vally is the Principal of Counterspace. Sumayya’s design, research and pedagogical practice is searching for expression for hybrid identities and contested territories. Her work is often forensic, and draws on the aural, performance, the supernatural, the wayward and the overlooked as generative places of history and work. A TIME100 Next List honouree and designer of the 20th Serpentine Pavilion (2020/2021), Vally is the youngest architect to be commissioned for the internationally renowned architecture programme. She has recently worked on initiating and developing *Support Structures for Support Structures*, a new fellowship programme launched at the Serpentine, an initiative which supports and networks artists working at the intersections of arts and ecology, arts and social justice and arts and the archive.

**About Anders Warming**

Anders Warming is the Director of Design at Rolls-Royce Motor Cars. His experience includes almost 20 years in senior positions in the BMW Group, including Head of Design at MINI and Exterior Chief Designer at BMW. Anders will play a key role in defining the future aesthetic direction of Rolls-Royce, realising our clients’ dreams and aspirations.

***Spirit of Ecstasy Challenge* Nominators**

Glenn Adamson, Curator

Anne Marr, Programme Director, Jewellery, Textiles and Materials at University of the Arts London

Nana Ocran, Founding Editor of People's Stories Project

Mizuki Takahashi, Executive Director and Chief Curator of Centre for Heritage, Arts and Textile, Hong Kong

**About *Muse*, the Rolls-Royce Art Programme**

*Muse* isthe Rolls-Royce Art Programme, designed to foster and inspire creativity through collaboration with artists who share the marque’s passion for pushing technical and conceptual boundaries. Consisting of two ongoing biennial initiatives, *Muse* partners with some of the most respected and prestigious institutions in the world, such as Foundation Beyeler, Basel and Serpentine, London. *Muse* will provide selected artists with time and resource to produce art conceived, and to be experienced, without compromise.

*Muse* marks a new direction for the Rolls-Royce Art Programme, which has, since its inception in 2014, invited Rolls-Royce patrons into the world of contemporary art. To date, leading artists Sondra Perry, Refik Anadol, Tomas Saráceno, Asad Raza, Dan Holdsworth, Isaac Julien, Yang Fudong, and Ugo Rondinone have collaborated with the Art Programme.

**About Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars is a wholly-owned subsidiary of the BMW Group and is a completely separate company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems. Over 2000 skilled men and women are employed at the Rolls-Royce Motor Cars’ head office and manufacturing plant at Goodwood, West Sussex, the only place in the world where the company’s super-luxury motor cars are hand-built.

**FURTHER INFORMATION:**

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](http://www.press.rolls-roycemotorcars.com/).

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