**Rolls-Royce**

## Media Information

**ROLLS-ROYCE ART PROGRAMME COMMISSIONS MEDIA ARTIST REFIK ANADOL TO CREATE NEW WORK**

**9 September 2019, Goodwood**

* Media artist Refik Anadol will create a new work for the Rolls-Royce Art Programme
* Data sets relating to the colour of every Rolls-Royce motor car created at the Home of Rolls-Royce since 2009 will be incorporated into the work
* The artwork will be previewed on 21 September 2019, at ‘Dine on the Line’, a major philanthropic event at the Home of Rolls-Royce in Goodwood, West Sussex

The House of Rolls-Royce is delighted to announce that media artist Refik Anadol will create a new work for the Rolls-Royce Art Programme. The Turkish-born, LA-based artist will create a unique work of digital art using data sets relating to the colour of every Rolls-Royce motor car created at the Home of Rolls-Royce in Goodwood, West Sussex, over the last ten years. The artwork will be previewed at the House of Rolls-Royce’s major philanthropic event, ‘Dine on the Line’, on 21 September 2019, to be held at the marque’s Global Centre of Luxury Manufacturing Excellence. The new commission will then be presented on permanent display at Rolls-Royce’s global headquarters, with an edition of the piece travelling to international showrooms from early 2020.

The new artwork, entitled *Art of Perfection: Data Painting*, will consist of an LED ‘canvas’, conveying a unique data painting that uses a series of data sets taken from Rolls-Royce Motor Cars’ Surface Finish Centre. The data relates to the colour reference of each car produced over the past decade, combined with the data generated by the programmed robotic movement required to perfectly apply the surface finish to each car. The custom visuals created for this work have been precisely designed to complement the ‘canvas’ and surrounding space.

Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars, commented: “Since its foundation over 115 years ago, Rolls-Royce Motor Cars has acted as a great source of inspiration for artists. It gives me great pleasure to see this continue to this day. Refik Anadol was recently an honoured guest at the Home of Rolls-Royce in Goodwood, West Sussex, where he was drawn to the complex data sets generated by the Surface Finish Centre, as well as the thousands of unique colours chosen by our clients. We look forward to previewing his digital artwork which incorporates these data sets and colours, fittingly at the Home of Rolls-Royce.”

Artist Refik Anadol commented, “As an artist who utilizes data as pigment, I’m very excited that Rolls-Royce is sharing their complex computational painting data with me, to use as the raw material for this artwork. This project will be very collaborative as there is a direct correlation between Rolls-Royce’s process and mine, in that we harness machines and machine intelligence to help actualize our vision of beauty.”

Anadol’s body of work addresses the challenges and the possibilities that ubiquitous computing has imposed on human kind, and what it means to be a human in the age of machine intelligence. He explores how the perception and experience of time and space are radically changing now that machines dominate our everyday lives. His site-specific audio-visual performances have been presented internationally at Hammer Museum, Los Angeles US; International Digital Arts Biennial, Montreal, CA; and Ars Electronica Festival, Linz, Austria.

The new work will be previewed at the Home of Rolls-Royce in Goodwood, West Sussex, when the marque will bring together 250 art aficionados and philanthropists for an evening of exclusive art, automotive and culinary experiences. The event, named ‘Dine on the Line,’ will be hosted on the Goodwood production line at Rolls-Royce’s award winning manufactory, designed by the architect Sir Nicholas Grimshaw. 2019’s event will be in support of the Evelina London Children’s Hospital ‘Art for Allergy’ Appeal.

The Rolls-Royce Art Programme has supported a number of high-profile artists in recent years, including Tomás Saraceno, Isaac Julien, Asad Raza, Angela Bulloch and Yang Fudong. Details of the new direction for the Rolls-Royce Art Programme will be unveiled in October 2019.

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**Editors’ notes:**

**About the Rolls-Royce Art Programme**

Since its inception in 2014, the Rolls-Royce Art Programme has consolidated the bridge between Rolls-Royce patrons and the world of contemporary art. The Art Programme has played an important role in nurturing new artworks and fostering creativity. Inspired by the attributes of the Rolls-Royce marque, artists are given the time, freedom and resources to create unique creative statements. Commissions have been bought into the public domain by extraordinary artists including Tomás Saraceno, Asad Raza, Dan Holdsworth, Isaac Julien, Yang Fudong, Pipilotti Rist, and Ugo Rondione. The marque has also previously collaborated with prestigious establishments such as Serpentine Galleries in London and Foundation Beyeler in Switzerland.

**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.

**About Refik Anadol**

Refik Anadol (b. 1985, Istanbul, Turkey) is a media artist, director, and pioneer in the aesthetics of

machine intelligence. His body of work locates creativity at the intersection of humans and

machines. In taking the data that flows around us as his primary material and the neural network of

a computerized mind as his collaborator, Anadol paints with a thinking brush, offering us radical

visualizations of our digitized memories and expanding the possibilities of architecture, narrative,

and the body in motion. Anadol’s site-specific parametric data sculptures, live audio/visual

performances, and immersive installations take many forms, while offering a dramatic rethinking

of the physical world, our relationship to time and space, and the creative potential of machines.

**About Dine on the Line 2019**

Rolls-Royce Motor Cars will bring together 250 art enthusiasts and philanthropists for an evening of exclusive art, automotive and culinary experiences. The evening will be hosted on the production line at the award winning manufacturing plant, designed by the architect Sir Nicholas Grimshaw and will be in support of the Evelina London Children’s Hospital ‘Art for Allergy’ Appeal with the proceeds raised on the evening going towards the Paediatric Allergy Research at the hospital. Some of the world’s most sought-after artists, including Marc Quinn, will donate their art to the live and silent auctions. The auction will be conducted by Simon de Pury.

**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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