***MUSE,* THE ROLLS-ROYCE ART PROGRAMME**

**A NEW VISION FEATURING**

**TWO NEW BIENNIAL INITIATIVES**

**3 October 2019, Goodwood**

* *Muse*, the Rolls-Royce Art Programme, will include two new initiatives - the *Dream Commission* and the *Spirit of Ecstasy Challenge*, aimed at inspiring greatness and fostering creativity.
* The biennial *Dream Commission* is a significant new platform, supporting moving-image works created by emerging and mid-career artists worldwide. The commission is developed and presented in partnership with two esteemed art institutions, the Fondation Beyeler in Basel and the Serpentine Galleries in London.
* The *Spirit of Ecstasy Challenge* will invite leading creatives from around the world to reimagine the icon of Rolls-Royce, the sculptural figurine that has graced the bonnet of every Rolls-Royce motor car for over a century, based on a chosen material.

Rolls-Royce Motors Cars proudly announces the new vision of its Art Programme, entitled *Muse*. *Muse* will build on art engagements and commissions that have involved seminal figures in contemporary art since the Art Programme’s foundation in 2014. It will connect patrons and the public to today’s thriving art world via bespoke programmes and publications that provide coveted glimpses into artists’ exceptional ways of seeing and thinking.

*Muse* seeks to further its relationship with art through two new biennial initiatives, the *Dream Commission* and the *Spirit of Ecstasy Challenge*.

Torsten Müller-Ötvös, Chief Executive, Rolls-Royce Motor Cars, commented, “Since its inception five years ago, the Rolls-Royce Art Programme has brought many new artworks to fruition around the world. As we look to the future, *Muse* will enable us to continue this legacy with a vision to expand the horizon of moving image and ignite a dialogue with some of the most exciting creative visionaries of our time. In doing so, we will inspire great works that leave a lasting mark on our culture.”

The biennial *Dream Commission* is the flagship initiative of *Muse.* It will support moving-image works created by emerging and mid-career artists. Rolls-Royce’s ambition for this new commission is to be a relevant platform for advancing the medium of moving image today.

Works produced by the selected artists will investigate a particular aesthetic territory: to conjure an alternative sensory universe and journey into the world of the sublime. Celebrating the latest innovations in the field of moving image, works will be from any medium within that category including experimental film, video, animation, immersive and participatory installations, and content presented in non-screen formats, such as augmented and virtual reality.

Experts from the international art world will nominate artists to be shortlisted for the *Dream Commission* in a two-phase process. An expert jury of curators, artists and museum directors will first select a shortlist of four artists from the nominations. Each of these artists will be invited to submit a short presentation. Based on these works, the jury will reconvene to select the final winner, who will go on to create the *Dream* *Commission* work. As the two-year process concludes, the cycle will begin again, yielding a group of landmark works of moving-image art.

The nominators will consist of: Daniel Birnbaum, Director of Acute Art, London; Cao Fei, Artist, Beijing; Zachary Kaplan, Executive Director of Rhizome, New York; Pablo León de la Barra, Curator, New York & Rio de Janeiro; and Suhanya Raffel, Director of M+, Hong Kong. The jury will consist of: Isaac Julien CBE RA, a leading moving-image artist based in London; Hans Ulrich Obrist, Artistic Director of the Serpentine Galleries in London; Katrina Sedgwick, Museum Director of the Australian Centre for the Moving Image in Melbourne; Terrie Sultan, Museum Director of Parrish Art Museum in New York; and Theodora Vischer, Senior Curator at Fondation Beyeler in Basel. The jury will view short works presented by the selected artists in mid-2020. The inaugural *Dream* *Commission* will be unveiled in 2021, with both partner institutions hosting *Dream Commission*-related events and presentations.

Alongside the *Dream Commission*, the biennial *Spirit of Ecstasy Challenge* will invite creative visionaries to re-imagine the icon of Rolls-Royce, the sculptural figurine that has graced the bonnet of every Rolls-Royce motor car for over a century. With the Spirit of Ecstasy as the point of reference, participants will be encouraged to push the limits of a material, selected each time by Rolls-Royce, to create objects that surprise, delight and inspire.

The chosen medium of the inaugural *Spirit of Ecstasy Challenge* is textile. Three invitees from around the world will be selected from amongst a range of creative industries, including architecture, art, fashion design, industrial design, and crafts. The first three participants will be announced in late 2019 and the commissions will be presented in 2020, before proceeding on a global tour. Each participant will visit the Home of Rolls-Royce in Goodwood, England, an internationally recognised Global Centre of Luxury Manufacturing Excellence, to meet and exchange a creative dialogue with master craftspeople and artisans, before finalising their creations.

Alongside its substantial new commissioning initiatives, *Muse* will continue working with the best of the art world to present events and partnerships. Exclusive events and creative encounters continue via *Muse*’s partnership with the Serpentine Galleries. By way of example, the Programme will support the Serpentine Galleries’ forthcoming Cao Fei exhibition, opening on 4 March 2020. *Muse* will also work closely with the Fondation Beyeler, represented in the Jury of the *Dream Commission,* and continue to support the museum’s activities as a Main Partner of its Summer Night’s Gala.

The future vision of *Muse¸* the Rolls-Royce Art Programme, was unveiled at the Serpentine Galleries in London on 3rd October, 2019. Hans Ulrich Obrist and moving-image artists Isaac Julien and Jenna Sutela discussed the future of digital art on a panel moderated by András Szántó, in front of an audience of friends of Rolls-Royce and art world aficionados.

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**Editors’ notes:**

***Dream Commission* Nominators**

Daniel Birnbaum, Director of Acute Art, London

Cao Fei, Artist, Beijing

Zachary Kaplan, Executive Director of Rhizome, New York

Pablo León de la Barra, Curator, New York & Rio de Janeiro

Suhanya Raffel, Director of M+, Hong Kong

***Dream Commission* Jurors**

Isaac Julien CBE RA, Artist, London

Hans Ulrich Obrist, Artistic Director at Serpentine Galleries, London

Katrina Sedgwick, Director of the Australian Centre for the Moving Image, Melbourne

Terrie Sultan, Director of the Parrish Art Museum, Water Mill, NY

Theodora Vischer, Senior Curator at Fondation Beyeler, Basel

**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 Galleries, 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 Refik Anadol, Tomas Saráceno, Asad Raza, Dan Holdsworth, Isaac Julien, Yang Fudong, Pipilotti Rist, and Ugo Rondione 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.

**About the Fondation Beyeler**

The Fondation Beyeler is a museum of modern and contemporary art founded in 1997 by the art collectors and gallery owners Ernst and Hildy Beyeler. The collection includes over 400 post-Impressionist, Classical Modern, and contemporary works as well as ethnographic art from Africa, Alaska, and Oceania. The museum building in the idyllic Berower Park was designed by the Italian architect Renzo Piano. Over 7 million people from all over the world have visited the Fondation Beyeler since it opened. With between 300,000 and 400,000 visitors a year, it is the most visited art museum in Switzerland. It shows three to four temporary exhibitions a year that are devoted to pioneering artists or art movements, for example, Pablo Picasso, Paul Cézanne, Claude Monet, Edgar Degas, Henri Matisse, Alberto Giacometti, Alexander Calder, as well as Gerhard Richter, Jeff Koons, Marlene Dumas, Richard Serra, Jean-Michel Basquiat, Jenny Holzer, Fischli/Weiss, Roni Horn, Wolfgang Tillmans, and Andy Warhol. The Fondation Beyeler also offers an extensive programme of art education and events, with guided tours, workshops, concerts, readings, and multilingual art historical publications.

The last exhibition of 2019 “Resonating Spaces” is dedicated to five contemporary artists: Leonor Antunes, Silvia Bächli, Toba Khedoori, Susan Philipsz and Rachel Whiteread. In 2020 the Fondation Beyeler is showing the comprehensive exhibitions “Edward Hopper” and “Goya”.

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**About the Serpentine Galleries**

Championing the possibilities of new ideas in contemporary art since opening in 1970, the Serpentine has presented pioneering exhibitions for almost half a century, showing a wide range of work from emerging practitioners to the most internationally recognised artists of our time, providing a place for them to experiment and an open platform for them to be seen and heard. The Serpentine is committed to presenting interdisciplinary and collaborative work across art, architecture, design, fashion and digital. Across two sites in the Royal Park of Kensington Gardens, and beyond, the Galleries present a year-round, open programme of exhibitions, education, live events and technological innovation. Proud to maintain free access for all visitors, thanks to its unique location, the Galleries also reach an exceptionally broad audience and connects with the local community.

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**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/). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](https://www.twitter.com/RollsRoyceMedia) and [Instagram](https://www.instagram.com/RollsRoyceMedia/)

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