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

**WORLD PREMIERE OF REFIK ANADOL’S WORK**

**DURING FRIEZE LOS ANGELES**

**07 February 2020, Goodwood**

* Media artist Refik Anadol’s newly commissioned work for *Muse*, the Rolls-Royce Art Programme, will have its worldwide public debut during Frieze Los Angeles
* The artwork, entitled *Art of Perfection: Data Painting,* will be exhibited between 10–17 February 2020 at The Peninsula Beverly Hills
* Anadol’s work incorporates data sets relating to the colour of every Rolls-Royce motor car created at the Home of Rolls-Royce in Goodwood, England, since 2009
* Following this, the artwork will be exhibited at the Geneva International Motor Show, 5–15 March 2020

*Brunch to celebrate the presentation of this work, including a conversation between the artist and András Szántó, Art Consultant for Muse, the Rolls-Royce Art Programme*

*13 February 2020, 9:00-10:30 AM*

*The Belvedere Terrace, The Peninsula Beverly Hills, 9882 South Santa Monica Boulevard,*

*CA 90212*

*RSVP essential:* [*rolls-royce@suttoncomms.com*](mailto:rolls-royce@suttoncomms.com)

*If you would like to arrange an interview with artist Refik Anadol or Muse, the Rolls-Royce Art Programme Manager, Jessica Persson Conway, please contact:* [*rolls-royce@suttoncomms.com*](mailto:rolls-royce@suttoncomms.com)

Turkish-born, Los Angeles-based media artist Refik Anadol has created a unique work of digital art for *Muse*, The Rolls-Royce Art Programme, using data sets relating to the colour of every Rolls-Royce motor car created at the Home of Rolls-Royce in Goodwood, England, over the last 10 years. The artwork, entitled *Art of Perfection: Data Painting,* will be presented publicly for the first time during Frieze Los Angeles at The Peninsula Beverly Hills, 10–17 February 2020. The hotel was selected to premiere the work in recognition of Rolls-Royce’s and The Peninsula Hotels’ shared affinity and commitment to visual arts. Rolls-Royce will then exhibit the work at the Geneva International Motor Show, 5–15 March 2020.

*Art of Perfection: Data Painting* consists of an LED ‘canvas’, conveying a unique data painting derived from data captured at Rolls-Royce Motor Cars’ Surface Finish Centre. The data relates to the colour reference of each car, combined with information 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, “We have great pleasure in publicly exhibiting this extraordinary new work by Refik Anadol, commissioned for *Muse,* the Rolls-Royce Art Programme, at The Peninsula Beverly Hills. The artist was recently an honoured guest at the Home of Rolls-Royce in Goodwood, England, 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. The resulting work is mesmerising!”

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 USA; International Digital Arts Biennial, Montreal, Canada; and Ars Electronica Festival, Linz, Austria.

Artist Refik Anadol commented, “As an artist who utilises 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 actualise our vision of beauty.”

*Art of Perfection: Data Painting* will be presented on permanent display at Rolls-Royce’s global headquarters, with an edition of the piece travelling to international showrooms in 2020. The artwork was previewed at the House of Rolls-Royce’s major philanthropic event, Dine on the Line, on 21 September 2019, held at the marque’s Global Centre of Luxury Manufacturing Excellence.

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. The future vision of *Muse,* the Rolls-Royce Art Programme, includes two new initiatives. The first is the *Dream Commission,* a significant new platform supporting moving-image works created by emerging and mid-career artists worldwide. The second is the *Spirit of Ecstasy Challenge*, which 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.

The Peninsula Hotels launched a new ‘Art in Resonance’ programme in 2019, designed to support emerging artists, while also providing guests access to culturally representative pieces.

For further imagery, please follow this [link.](https://egnyte.suttoncomms.com/fl/wDWlLEBmiS)

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**Editors’ notes:**

**About *Muse* - The Rolls-Royce Art Programme**

*Muse,* the Rolls-Royce Art Programme, is 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 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 visualisations of our digitised 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 The Peninsula Beverly Hills**

The only AAA Five Diamond and Forbes Five Star-rated hotel in Southern California for 24 consecutive years, The Peninsula Beverly Hills offers 195 guest rooms, including 38 suites and 17 private villas, nestled among lush tropical gardens in the heart of Beverly Hills. Home to the sumptuous Belvedere, the only AAA Five Diamond-rated restaurant in Los Angeles for 22 consecutive years, The Peninsula Beverly Hills also features: The Living Room, where The Peninsula Afternoon Tea is served daily; The Peninsula Spa; and The Roof Garden, a refined resort oasis featuring a swimming pool, private cabanas, and outdoor cocktails and dining. The Peninsula Beverly Hills is located at the intersection of Wilshire and South Santa Monica Boulevards, within easy walking distance to Beverly Hills’ legendary Rodeo Drive.   
To learn more about The Peninsula Hotel’s ‘Art in Resonance’ programme, please visit <https://www.peninsula.com/en/global-pages/art>.

**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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