

THE ROLLS-ROYCE ART PROGRAMME PRESENTS  
SONDRA PERRY'S  
*LINEAGE FOR A PHANTOM ZONE*  
IN PARTNERSHIP WITH THE FONDATION BEYELER,  
FEBRUARY 2022

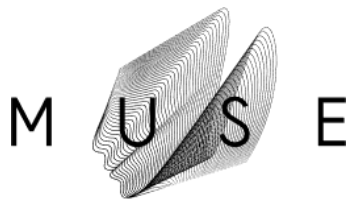
THE INAUGURAL ROLLS-ROYCE *DREAM COMMISSION*

27 January 2022, Goodwood

- The inaugural *Dream Commission* by artist Sondra Perry will be premiered at Fondation Beyeler
- *Lineage for a Phantom Zone* will be exhibited 13 February - 13 March 2022 at Fondation Beyeler in Basel, Switzerland
- The newly commissioned work is an immersive audio-visual installation exploring the idea of dreams as a space to reconfigure history
- The *Dream Commission* is a biennial prize, awarded to inspire greatness and foster creativity in moving image art

*"Lineage for a Phantom Zone* marks an important milestone in Rolls-Royce's creative history. The newly commissioned work by artist Sondra Perry, sees *Muse*, the Rolls-Royce Art Programme's inaugural award, the *Dream Commission*, come to fruition. Initiated to advance the medium of moving image art, the *Dream Commission* has consisted of a two-year process during which a jury of leading lights of the artistic world selected Sondra Perry to create an entirely new work. I am pleased to confirm this work will be shown at the prestigious Fondation

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Beyeler in Switzerland, before travelling to Serpentine, London. On behalf of Rolls-Royce, I congratulate Sondra Perry on this exciting commission, and we look forward to sharing her installation publicly, this year.”

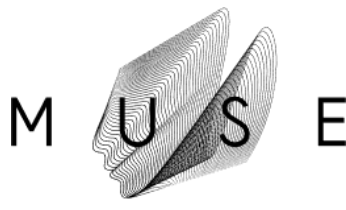
**Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars**

*Muse*, the Rolls-Royce Art Programme is delighted to present the inaugural artwork created for the *Dream Commission* by moving image artist Sondra Perry. On public view for the first time from 13 February - 13 March 2022 at Fondation Beyeler, Switzerland, *Lineage for a Phantom Zone* is a new immersive artwork which explores themes of lineage, memory and longing, using dreams as a space for reconfiguring history.

*Lineage for a Phantom Zone* is an immersive audio-visual installation that imagines a dream the artist wishes she could have had, about her grandmother. The installation explores Perry’s personal history through the lens of dreams, highlighting her view of the erasure of Black history in the American South, and imagining the dream space as a passage to reach sites of heritage that are absent in reality. The exhibition will include disorientating and sensory elements, immersing the viewer and evoking the experience of dreaming. A significant element in Perry’s development of *Lineage for a Phantom Zone* was a family pilgrimage to North Carolina in 2021 to find the land where her grandmother grew up and worked as a sharecropper, before she was forced to leave at the age of thirteen due to escalating racism in the area.

Artist Sondra Perry described the inspiration for her artwork as originating from “*a dream that I wish I’d had, a dream about my grandmother and the land that she grew up on. I’d had this thought that it would have been a perfect narrative to dream a dream around her growing up, but I have never had a dream about her growing up. Actually, every time I have had a dream*

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*about my grandmother, she was never in it. It was someone else who I didn't know. So, I wanted to place her in the space of imagination. And that's how it began."*

*Lineage for a Phantom Zone* will be accompanied by an artist's book developed by Perry in collaboration with Black writers and designers, including British filmmaker and installation artist Isaac Julien CBE, British psychotherapist Bola Shonubi, British-born Yoruban psychiatrist and sci-fi writer Tade Thompson, and Zimbabwean writer and scholar Tinashe Mushakavanhu. The book will enable visitors to engage with the research that informs *Lineage for a Phantom Zone*.

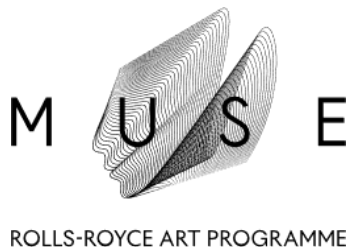
New Jersey-based artist Sondra Perry works across the media of artificial intelligence, animation, performance, and video, amongst others, with her work exploring themes of race, identity, and technology. Perry was selected as winner of the *Dream Commission* in May 2021 from a shortlist of four moving image artists, by a jury of leading art world figures.

Celebrating the latest innovations in the field, artworks created for the *Dream Commission* can be from any medium in moving image, including experimental film, video, animation, and immersive and participatory installations. Content may be presented in a wide variety of formats, such as augmented and virtual reality. The inaugural *Dream Commission* is brought to life in partnership with [Fondation Beyeler, Basel](#) and Serpentine, London. Following the inaugural presentation at Fondation Beyeler 13 February - 13 March 2022, *Lineage for a Phantom Zone* will be presented at Serpentine in 2023.

To stay up-to-date and discover exclusive content relating to *Muse* and the *Dream Commission* follow [@rollsroycemuse](#). Discover *Dream Commission* content [here](#).

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## EDITORS' NOTES:

### About Sondra Perry

Born in 1986 in Perth Amboy, New Jersey, Sondra Perry creates interdisciplinary works that employ video, performance, and digital media to investigate identity, technology, and Blackness, often through the lens of her personal and family history.

Perry's moving-image works and installations foreground the tools of digital production as a way to critically reflect on new technologies of representation and to remobilize their potential. She is committed to demoralising technology and making all her videos free online. Having earned a BFA from Alfred University and MFA from Columbia University, Sondra Perry is widely active as a teacher. She is currently pursuing a degree in psychoanalysis through the Respecialization Program at the Institute for Psychoanalytic Training and Research (IPTAR). She lives and works in Newark, New Jersey.

### About 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. The museum building in the idyllic Berower Park was designed by the Italian architect Renzo Piano. Over 8 million people from all over the world have visited the Fondation Beyeler since it opened. The Beyeler-Stiftung is planning an extension in the adjoining park in collaboration with Swiss architect Peter Zumthor, further enhancing the harmonious interplay of art, architecture and nature.

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

*Muse* is the 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, the *Dream Commission* and the *Spirit*

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*of Ecstasy Challenge*, *Muse* partners with some of the most respected and prestigious institutions in the world. The *Dream Commission* was founded in 2019 as the flagship initiative of *Muse*. For the 2021 *Dream Commission*, *Muse* has partnered with the Fondation Beyeler, Basel and Serpentine, London. *Muse* will provide selected artists with time and resource to produce art conceived, and to be experienced, without compromise.

Since its inception in 2014, *Muse*, the Rolls-Royce Art Programme has 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 Rondinone have collaborated with the Art Programme.

#### About Serpentine, London

Championing new ideas in contemporary art since 1970, the Serpentine has presented pioneering exhibitions for half a century from a wide range of emerging practitioners to the most internationally recognised artists of our time.

Across two sites only five minutes apart, in London's Kensington Gardens, the Serpentine presents a year-round, free programme of exhibitions, architecture, education, live events and technological innovation, in the park and beyond.

Proud to maintain free access for all visitors, thanks to its unique location the Serpentine also reaches an exceptionally broad audience and maintains a deep connection with its local community.

#### 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

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systems. More than 2000 highly skilled experts 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](#).

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