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**BUGATTI AND THE RUBELL FAMILY COLLECTION  
ANNOUNCE THE LAUNCH OF GRAND SPORT VENET  
BY ARTIST BERNAR VENET  
IN MIAMI  
DECEMBER 5 – 9, 2012**

*French artist Bernar Venet has been invited by Bugatti, legendary supercar-maker, to create a work of art that combines the artist's vision and passions with Bugatti's celebrated Grand Sport. This one-of-a-kind sculptural work will be on view at the Rubell Family Collection in Miami during Art Basel Miami Beach.*



Photo: Dominic Frazer © Bugatti 2012

Molsheim, France/Miami — **Bugatti** and the **Rubell Family Collection** announce the exhibition of artist **Bernar Venet**'s artistic interpretation of the supercar-maker's Grand Sport at the Rubell Family Collection, December 5–9, 2012 during Art Basel Miami Beach.

What other object of the 20th and 21st centuries is charged with as much significance and has been cited, adapted and interpreted by artists as often as the car? How has this myth

evolved through the course of time and what is the significance currently held by the design of an object considered the fastest and most expensive car in the world?

Artist Bernar Venet took on this challenge with the Grand Sport by Bugatti. Through a congenial synthesis of artistic concept and technical possibilities, Venet has created an object that integrates the symbol of speed with a fascinating, painterly exterior and an interior that alludes to *haute couture*.

Bernar Venet remarks, "A Bugatti is already a work of art in itself, one that transports both its beholder and its driver into new dimensions of reality. I realized how I could translate my passion for mathematical equations and scientific treatises into three-dimensional form. My works are usually self-referential. So I found the idea of translating the equations of the Bugatti engineers onto the bodywork of the car very appealing. It was, so to speak, a logical conclusion and a new challenge in terms of the specific form of collaboration and implementation. To me, the result is also exceptional when measured by artistic standards and bestows the object with a mythical character."

The artistic avant-gardes of the first half of the twentieth century found inspiration in the car as an object of desire; they depicted it in drawings, paintings and sculptures that projected absolute speed as their point of orientation. In the 1970's, the car served as an unconventional canvas for many artists, such as Robert Rauschenberg, Roy Lichtenstein and Andy Warhol, who painted what became known as "art cars". This practice continued to be embraced in the 1980s.

Since the 1990s, international artists have concentrated on exploring the shifting cultural historical significance of the car. This has resulted in sculptural and conceptual responses such as those by Erwin Wurm, Gabriel Orozco, Christoph Keller, Olafur Eliasson and Damian Ortega, which tend to contextualize the car as a paradigm for the acute social and cultural changes of a globalized world.

Bernar Venet's approach radically sets itself apart from these movements and artworks. His artistic adaptation and exploration of the Bugatti Grand Sport distinguishes itself from the more traditional work of his predecessors in the originality of the artist's conceptual approach. The incorporation of mathematical formulae from the realm of production evokes the exhilarating speed of the engine and allows him to implement the self-referential character inherent in his paintings. In so doing Venet pays tribute to the genius of technological science as well as the singular German expertise in automobile production and craftsmanship.

In his 2012 artistic adaptation and exploration of the Bugatti Grand Sport, Bernar Venet has combined image and object to highlight the fascination with this model's absolute beauty and speed. His work unites a conceptual approach and sculptural craft on equal footing. In this work for Bugatti, Venet links the Pop artists' claim to the car as a canvas with the utilization of every technical and aesthetic means available for designing the fastest and costliest car in the world today. Venet incorporates signs taken from the realm of production into his visual idiom and creates a total work of art that harmonizes object and outer surface, interior and exterior, and evokes the exhilarating speed of the Bugatti Grand Sport.

Achim Anscheidt, Chief Designer at Bugatti, states, "Our collaboration with Bernar Venet, one of the most demanding artists of our time, has led to creative impulses and inspiration that will continue to motivate us in the fields of concept and design. We are pleased that this collaboration has resulted in the creation of a significant, collectible work of art. The self-image of the Bugatti brand derives from an artistic identity that unites sketch, drawing, technical planning and realization into an intermedial whole. Bernar Venet doubly honors our

brand by making reference to the technical formulae of our engineers without fully revealing their secrets. It is an homage to the principle of dialogue and to the human capacity to question and redefine established boundaries. Venet is always focused on the essentials and so is Bugatti.”

The Rubells have a long history with the artist, and Mera Rubell notes, “Our friendship with Bernar Venet began in the mid-1970s. Our young families bonded over dinners and great conversations in his SoHo loft. The children played and the adults engaged in endless talk about contemporary art. Don [Rubell] and Bernar have always shared an obsession with the beauty and complexities of mathematics. When we met Bernar he was already an accomplished artist and a very intuitive collector of emerging art. We benefitted from his generous insight into the artist’s perspective and his artwork has been part of our collection since the 1970s. Bernar’s life-long, signature obsession with mathematical formulas has found a ready-made canvas on the Bugatti, which is both original and dynamic. We’re proud to present the Venet/Bugatti collaboration at our Foundation’s museum.”

### **About Bernar Venet**

Born in France and based in New York, Bernar Venet is one of the most influential contemporary sculptors of our time. During the summer of 2011, Venet unveiled his monumental sculptures in a solo exhibition at the Château de Versailles in France, becoming one of only five contemporary artists to be given the honor.

From 1961 to 1963, he covered canvases in tar; his notoriety from this period was further established after his installation of a sculpture without any specific form, composed only of a *Pile of Coal* heaped onto the floor. Originally known for his early radical gestures, Venet moved from Nice to New York in 1966 where, over the course of the following four decades, he has continued to explore painting, poetry, film, and performance. He is known for creating abstract pieces that make reference to the language of mathematical concepts and scientific theories, bridging pure science as a subject for art and introducing the concept of “monosemy”. His capacity for intellectual abstraction and his taste for pure reason and experimentation led him to the Conceptual Art movement of which he is one of the most prominent figures.

He represented France at the 1974 São Paulo Biennial, and also participated in the 1977 *Documenta VI* in Kassel. 1979 marked a turning point in Venet’s career, when he began a series of wood reliefs, *Arcs*, *Angles*, *Diagonals*, and created the first of his *Indeterminate Lines*. That same year, he was awarded an artist grant by the National Endowment for the Arts.

In 1994, Jacques Chirac, then the Mayor of Paris, invited Venet to present twelve sculptures from his *Indeterminate Lines* series on the Champs de Mars, which afterwards developed into a world tour in Asia, Europe, South and North America. To celebrate the establishment’s bicentennial in 2007, Bernar Venet was chosen by the French Ministry of Culture to paint the ceiling of the Palais Cambon at the Cour des Comptes in Paris. In May of 2010, President Nicolas Sarkozy inaugurated *9 Lignes obliques*, a 30-meter tall sculpture to celebrate the 150th anniversary of Nice’s reunification with France.

Venet is represented in many important public and private collections all over the world, including The Museum of Modern Art (New York), The Solomon R. Guggenheim Museum (New York), the Centre Pompidou (Paris), and the Museum of Contemporary Art (Los Angeles). In recent years, important retrospectives of the artist’s work have been mounted in Germany, Hungary, France, Spain and South Korea. After the 2009 Venice Biennale, where 1,200

square meters were dedicated to the installation of his steel *Arcs*, Venet is returning to the Biennale in 2013, this time with the intention of highlighting his works on canvas.

Venet has been the recipient of several distinguishing honors such as France's *Commandeur des Arts et des Lettres* and *Chevalier de la Légion d'honneur*, and is also a member of the *European Academy of Sciences and Arts*. In 2013, Venet will be awarded the international *Julio González Prize* by the IVAM in Valencia.

### **About the Rubell Family Collection**

The Rubell Family Collection (RFC) was established in 1964 in New York City, shortly after its founders Donald and Mera Rubell were married. It is now one of the world's largest, privately owned contemporary art collections.

In Miami, Florida, since 1993, the RFC is exhibited within a 45,000-square-foot repurposed Drug Enforcement Agency confiscated goods facility. The museum and its sculpture garden are publicly accessible. The Contemporary Arts Foundation (CAF) was created in 1994 to expand the RFC's public mission inside the paradigm of a contemporary art museum.

The collection is constantly expanding and features such well-known artists as Jean-Michel Basquiat, Keith Haring, Damien Hirst, Jeff Koons, Neo Rauch, Cindy Sherman, Kara Walker and Andy Warhol. In addition to displaying internationally established artists, the RFC actively acquires, exhibits and champions emerging artists working at the forefront of contemporary art.

Each year the Foundation presents thematic exhibitions drawn from the collection with accompanying catalogs. These exhibitions often travel to museums around the world. In 2011-12, *30 Americans* was presented at the Corcoran Gallery of Art in Washington, DC, the Chrysler Museum of Art in Norfolk, Virginia, and the North Carolina Museum of Art in Raleigh, North Carolina. *Paintings from the Rubell Family Collection* was at the Fundación Banco Santander in Madrid, Spain in 2012. *Time Capsule, Age 13-21: The Contemporary Art Collection of Jason Rubell* is currently at the Nasher Museum of Art at Duke University. Other exhibitions have been presented at the Brooklyn Museum of Art, Palm Springs Art Museum in California and North Carolina Museum of Art. Sponsors for recent exhibitions have included Bank of America, Puma, Audi, Lanvin and Dedon.

The Foundation has been recognized as a pioneer in what is often referred to as the "Miami model," whereby private collectors create a new, independent form of public institution. The Foundation also maintains an internship program, an ongoing lecture series and an extensive artwork loan program to facilitate exhibitions at museums around the world. Its ongoing partnership with Miami-Dade County Public Schools enables thousands of schoolchildren to visit and have educational programming inside the Foundation every year. In addition, the Foundation has a public research library containing over 40,000 volumes and a comprehensive contemporary art bookstore.

### **About Bugatti**

*Art – Forme – Technique*: these are the brand values that laid the road map for Ettore Bugatti and that continue to provide the trajectory for Bugatti Automobiles today. Ettore was born into a family of artists: his father was a respected sculptor and furniture designer and studied at the Ecole des Beaux-Arts of Paris, while his brother, Rembrandt, was a significant sculptor whose work was exhibited at the Venice Biennale, among other venues. Ettore initially began his career by studying art at the Brera Art School in Milan before he dedicated

himself to the art of engineering. In 1909, the young Ettore set up his own car-manufacturing atelier in Molsheim, in Alsace, France. Art continued to influence him; he required his cars to be works of art and the design of his motors, wheels, and the controls in his cockpits derived from the formal vocabulary of the art of his time (Braque, Léger, Duchamp, Delaunay). He repeatedly experimented with new materials and repeatedly pushed himself and his cars on to new peaks of performance. Many of the models that he designed wrote racing history.

In 1998, Bugatti Automobiles revived the company, which had ceased operations in 1956, and they also oriented themselves according to this brand DNA: with the Veyron 16.4 and its derivatives, the Super Sport, Grand Sport and Vitesse, they not only created the fastest and most technologically advanced super sports cars, but also an unmistakable, timeless design in which Bugatti's brand values come alive once more.

**Grand Sport Venet will be on view at:**

**Rubell Family Collection, 95 NW 29<sup>th</sup> Street, Miami, FL, 33127**

**Wednesday, December 5 through Sunday, December 9, 2012, during Art Basel Miami Beach**

**9:00 am – 6:00 pm**

Visitors and press are encouraged to join the conversation on Twitter and Instagram via the hashtag **#VenetBugatti** and **#RubellCollection**

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