*MUSE,* THE ROLLS-ROYCE ART PROGRAMME

TO ANNOUNCE *DREAM COMMISSION* SHORTLIST

ON 21 OCTOBER 2020

08 October 2020, Goodwood, West Sussex

* *Muse*, the Rolls-Royce Art Programme, to announce shortlisted artists for flagship *Dream Commission* initiative on 21 October 2020
* *Dream Commission* Jury held virtual assembly to determine shortlist for inaugural moving-image commission
* *Dream Commission* supports moving-image art by emerging and mid-career artists
* Commission developed and presented in partnership with Fondation Beyeler, Switzerland and Serpentine Galleries, UK
* Final recipient of *Dream Commission* to be announced in Spring 2021

Torsten Müller*-*Ötvös*,* Chief Executive, Rolls-Royce Motor Cars, commented, “*It gives me great pleasure that Muse¸ the Rolls-Royce Art Programme, is able to support the world of moving-image art at this critical time for the industry. Never more so than today have we needed the escapism of art with its ability to inspire greatness and foster creativity. As the Dream Commission moves into the next stage of the commissioning journey, we would like to thank the jurors and nominators for their time, expertise and commitment*.”

*Muse*, the Rolls-Royce Art Programme will announce four shortlisted artists for its inaugural flagship initiative — the *Dream Commission*, on 21 October 2020. The *Dream Commission* is a biennial prize awarded to inspire greatness and foster creativity in the media of moving-image.

The *Dream Commission’s* Jury, which consists of leading figures of the international art scene, selected four emerging and mid-career artists to contend for the prestigious moving-image commission. The Jury comprises: Isaac Julien CBE RA, a leading moving-image artist; 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, former Museum Director of the Parrish Art Museum in New York; and Theodora Vischer, Senior Curator at Fondation Beyeler in Basel.

Each of the four selected artists have been requested to create a short-form moving-image piece detailing their concept, for consideration by the Jury, following which, one artist will be awarded the honour of creating a full-length digital artwork in 2021.

After five years of supporting international artists in creating new works, the Rolls-Royce Art Programme relaunched in 2019 to become *Muse¸* a platform with two biennial initiatives, the *Dream Commission* and the *Spirit of Ecstasy Challenge.* The work produced for the *Dream Commission* will investigate a particular aesthetic territory – “Dreams” – which aim to conjure an alternative sensory universe and take viewers on a journey into the world of the subconscious.

In June 2020, the Jury convened for the first time to discuss a long-list of 23 nominated artists selected by a panel of experts from the art world, comprising artists, curators and museum directors. The nominators included: Daniel Birnbaum, Director of Acute Art in London; Beijing-based artist Cao Fei; Executive Director of Rhizome in New York, Zachary Kaplan; New York & Rio de Janeiro-based Curator Pablo León de la Barra; and Director of M+ in Hong Kong, Suhanya Raffel. Each nominator proposed emerging and mid-career artists that they felt were leading the way in the field of moving-image art.

Following an extensive process of deliberation and debate, the Jury unanimously agreed upon a shortlist of four artists, which will be announced on 21 October 2020.

Rolls-Royce’s ambition for the *Dream Commission* is to establish the marque as a relevant platform for advancing the medium of moving-image. Celebrating the latest innovations in the field of moving-image art, *Dream Commission* works can 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.

As the two-year process concludes, the cycle will begin again, yielding a group of landmark works of moving-image art.

ENDS

## 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*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, *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.

## 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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