



Top Gear Thursday: BMW Art Cars Take Over a London Car Park

By Paul Hechinger | Posted on July 26th, 2012



A BMW re-envisioned by Jeff Koons – at ART DRIVE! in London.

"These racing cars are like life, they are bursting with power. My design is meant to represent the energy of the BMW M3 GT2" – Jeff Koons, BMW M3 GT2, 2010 (Rowan Horncastle/Top Gear)

London's Institute of Contemporary Arts is closed for the Olympics – but the ICA is taking over a parking garage for a very special exhibit about cars.

For two weeks, ART DRIVE! – a collection of BMW "art cars" will be housed in what the ICA calls "the brutalist Shoreditch landmark," otherwise known as the Great Eastern Street Car Park.

BMW's Art Car project was started by race car driver and auctioneer Herve Poulain in 1975 and the collection contains cars modified by artists including Andy Warhol, David Hockney, Roy Lichtenstein, Jenny Holzer, Frank Stella and Jeff Koons.

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