

Audi at Design Miami/ : Immersive and experiential spheres in digital art

- **Andrés Reisinger created the first digital artwork for Audi, inspired by the design of the Audi grandsphere concept**
- **Cooperation with a shared vision: creating digital and immersive experiences**
- **Design Miami/ is one of four 2022 design exhibitions which features Audi**

Ingolstadt/Miami, November 28, 2022 – Audi, in collaboration with digital artist and designer Andrés Reisinger will introduce the car manufacturer’s first digital artwork at Design Miami/. The original piece is inspired by the Audi grandsphere concept; following Milan Design Week and two Chinese exhibitions in Beijing and Shenzhen, Design Miami/ is the fourth design exhibition Audi will have visited in 2022. A special on-site panel talk with the artist is also planned.

Audi has been a dedicated supporter of international design exhibitions for many years, and as of this year, is an exclusive partner of and an active exhibitor at Design Miami/. Previously, the automotive company used this particular exhibition to experiment with mobility, technology and design to comment on the future of design, through creative dialogue with peers. This year, the Argentinian digital artist and designer Andrés Reisinger will present a digital work of art on an LED wall at Audi’s exhibition stand.

Henrik Wenders (Head of Brand Audi): “Audi believes in working together with like-minded people to create meaningful and fascinating experiences that will shape premium mobility and design. Together with Andrés Reisinger we will explore a sphere beyond a physical installation, digitally re-interpreting interior design.”

Digital art piece, inspired by the Audi grandsphere concept

The digital art piece is inspired by the Audi grandsphere concept, which will also be on display in Miami. This approach illustrates the brand’s stance on defining the progressive, premium mobility of the future. For Audi, this includes offering new high-class experiences made possible through the advancing digitalization in the vehicle interior, for instance the Audi grandsphere concept transforms from a mere automobile into an “experience device.”

Automated driving at level 4 opens up new dimensions of freedom. In this mode, the interior of the luxury sedan transforms into a spacious experiential realm for drivers, with no steering wheel, pedals, or instruments. The space, architecture and features are shaped by the driver’s needs and desires and it is exactly this personal sphere that Reisinger replicated with his artwork, translating the immersive experiential world of the Audi grandsphere concept into his virtual world of architecture and color.

Reisinger has thus created a seemingly surreal scope that transcends the boundaries between realism and fiction, depicting the expanded reality that surrounds the passengers in the concept car.

Panel talk with Andrés Reisinger

An exclusive panel talk with the artist is also on the agenda at Design Miami/ - Tara Rush (CMO Audi of America), Arthur Casas (architect and founder of Studio Casas) and Immo Redeker (Team Leader Audi Interior Design) will also participate in the discussion alongside Reisinger. A conversation about designing fascinating new immersive spaces und experiences – ranging from digital spaces, new automotive mobility and interior concepts.

Biography: Andrés Reisinger

Andrés Reisinger (b. 1990) is one of the most sought-after digital artists of the 21st Century. He has conquered a unique position in contemporary culture, occupying and defining the fertile space between the digital and physical spheres. Originally from Argentina and currently residing in Barcelona where his studio is also based, Reisinger bridges realms with an instantly recognizable aesthetic that conveys a mesmerizingly clear vision.

Some of Reisinger's most well known works include *The Shipping* and *Arcadia*, which both fetched rarely seen before figures at auctions, and *Hortensia*, the embodiment of Reisinger's ethos and ever evolving artwork, born as digital rendering and transformed into rare design creation and incredibly popular contemporary object.

Reisinger's works have drawn interest from a plethora of international collectors, brands, art galleries and museums alike. Reisinger has exhibited at leading institutions including the Moco Museum (Barcelona, ES), Palazzo Strozzi (Florence, IT), Design Museum Gent (Ghent, BE), Nilufar Gallery (Milan, IT), Collectible Fair (Brussels, BE), Faena Art (Miami, USA) and Christie's (New York, USA).

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. The brands Audi, Ducati, Lamborghini and Bentley produce at 21 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. In the 2021 fiscal year, AUDI AG achieved a total revenue of €53.1 billion and an operating profit before special items of €5.5 billion. More than 89,000 people all over the world work for the Audi Group, around 58,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.
