

# MEET THE ALPINE A110 BY OBVIOUS AT ART PARIS 2022

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- **Alpine exclusively unveils the A110 Sastruga at the Art Paris modern and contemporary art fair.**
- **This unique piece is the product of a dialogue between Alpine and Obvious, a collective that has pioneered the use of artificial intelligence in art.**
- **This new artistic collaboration demonstrates Alpine's commitment to supporting creativity and exploring uncharted territories.**

The Alpine A110 Sastruga is unveiled today at the Grand Palais Éphémère and will be on display through Sunday 10 April 2022. Alpine and the Obvious art collective are presenting the fruit of their artistic collaboration, an "art car" exploring the creative potential of artificial intelligence (AI) and algorithms by encouraging dialogue between technology and emotions. This collaboration is part of Alpine's ongoing commitment to the arts, which takes today a new step forward.

By taking part in Art Paris 2022, a modern and contemporary art event, together with Obvious, Alpine is pursuing its artistic commitment by exhibiting a piece there for the second year running.

## **A110 Sastruga, an original work focusing on technological and scientific innovation within the artistic creation**

Alpine has built its legend with technical innovation and automotive excellence at the service of performance and emotion. Obvious took inspiration from the brand's legendary sporting heritage to invent and create a unique piece materializing an imaginary race, a synthesis of all the race tracks Alpine has distinguished itself on. On the body of the Alpine brand's iconic A110, there is an imaginary circuit generated thanks to artificial intelligence. Its style draws inspiration from the sastrugi phenomenon when snow eroded by the wind leave geometric undulations on the ground. This phenomenon echoes Alpine's DNA and is the creative basis for this project. On the back of the A110 is a mathematical formula, the artists' signature, which symbolises the algorithm with which the collective worked to generate the imaginary Alpine track.

This exceptional model is the fruit of several months of collaboration between Alpine and Obvious, bridging the gap between heritage and modernity and questioning society's relationship with new technologies. Through the creation of the imaginary circuit, the oeuvre uses the capabilities of machine learning, which consists of allowing computers to "learn" from data, and GANs, a class of unsupervised learning

algorithms. The artists drew their inspiration from the circuits that have marked the A-arrowed brand's history from Le Mans to Paul Ricard, Pedralbes, Pescara, Montjuïc, Monsanto, Magny-Cours, Long Beach, Losail and Kyalami, using familiar elements to make it realistic: pitlane, acceleration, braking and overtaking zones to create this track. The originality also lies in a multi-direction junction allowing the driver to choose its favorite one. This imaginary circuit is an opportunity to project the car into a futuristic universe with multiple opportunities.

*"Obvious succeeded to capture the DNA of our brand to create an original and unique piece of art highlighting our firm outlook on the future. Obvious and Alpine share the same ambition: to use technological innovation to reinvent ourselves and explore an ever-expanding field of possibilities. Through this collaboration, we are proud to contribute to the emergence of a new form of creation and be associated with these visionary artists."* **Laurent Rossi, Alpine CEO**

*"This piece is the result of a long creative process in which we sought to imagine a unique object that communicates technology and sporting savoir-faire, drawing on the heritage of this historic brand. Alpine has given us a great deal of creative freedom, and this achievement demonstrates their desire to conquer new frontiers."* **Collectif Obvious**

## **Art Paris, the leading modern and contemporary art fair**

Buoyed by the success of its September 2021 edition, which inaugurated the Grand Palais Éphémère on the Champ-de-Mars and attracted a record 72,746 visitors, Art Paris returns this spring from 7 to 10 April 2022 with a high-flying list of 130 galleries from more than twenty countries.

The Alpine stand (D16) presents the different stages of the creative process and the dialogue between Alpine and Obvious leading to the work presented on the forecourt of the Grand Palais Éphémère.

### **Access**

Grand Palais Éphémère - Place Joffre, 75007 Paris

### **Hours**

- Thursday 7 April 2022: 12.00 – 8 pm
- Friday 8 April 2022: 12.00 – 9 pm
- Saturday 9 April 2022: 12.00 – 8 pm
- Sunday 10 April 2022: 12.00 – 8 pm

## **ABOUT ALPINE**

Founded in 1955 by Jean Rédélé, Alpine has asserted itself over the years with its French-style sports cars. In 2018, the brand presented the new A110, a sports car that is true to Alpine's timeless principles of compactness, lightness, agility and driving pleasure. In 2021, the Alpine Business Unit was created, to become the dedicated brand for the innovative, authentic and exclusive sports cars of the Renault Group, benefiting from the heritage and know-how of its historic Dieppe factory and the engineering expertise of the Alpine Racing and Alpine Cars teams.

## **ABOUT OBVIOUS**

Obvious is a French collective of artists and researchers who use artificial intelligence algorithms to create art. Their work was highlighted in 2018 with the sale of their painting "Edmond de Belamy", the first of its kind, at Christie's NY. They sit on the crossroads of classical art and recent technologies. They subsequently exhibit in the largest museums in the world. Pioneers of digital art, they are one of the first French artists to have created NFTs in 2018, and in 2021 with the Kamel Mennour gallery. Through its work and collaborations, Obvious aims to explore algorithmic creativity and bring the tools developed in the research to creators in all industries to initiate the next visual and artistic revolution.

## **MEDIA CONTACTS**

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