

Mallorca Car Week - Art on Wheels

GTspirit, by Wolfgang Wieland, Redaktion24, January 11 2025

‘Automobiles, from the 1920s/1930s to the 1950s and especially the 1960s, are actually sculptures on wheels. They have an aura,’ said Heiner Meyer, one of the leading pop artists at this year's Mallorca Car Week (MCW).

This year, the picturesque and relaxed drives of the Russel Stevens and the legendary Crimes Drive, as well as the International Concours d'Elegance, were complemented by the ‘Arte Sobre Ruedas Mallorca’ project. With this enrichment, the organisers of the Mallorca Car Week can only be complimented: Everything done right! The multi-year cycle ‘Arte Sobre Ruedas’ was already eagerly awaited when Álvaro Middelmann, Honorary President of Mallorca Car Week, presented the Art on Wheels project at the Es Baluard Museu d'Art Contemporani de Palma to the Concours participants, spectators and numerous media representatives in the presence of the President of the Balearic Islands, Marga Prohens and the Mayor of Palma, Jaime Martinez.



The organisers of Mallorca Car Week and political celebrities: Álvaro Middelmann, Balearic Islands President Marga Prohens, Dr Roman Hummelt, Palma's Mayor Jaime Martínez and Toni Torres Es Baluard (from left) in front of the Es Baluard Museum in front of three classic examples of automotive design. Photo: Martin Breuninger

Art on Wheels Mallorca - 'Arte Sobre Ruedas Mallorca' in Spanish - celebrates the artistic dimension of the automobile and combines its design with other creative disciplines such as the visual arts in paintings and sculptures and architecture. World-famous classic cars bear the names of famous designers such as Jean Bugatti, Marcello Gandini, Battista Pininfarina, Colin Chapman and many others. Major museums, such as the Museum of Modern Art in New York and the Guggenheim Museum in Bilbao, display emblematic examples of automotive design in their exhibitions.



The President of the Government of the Balearic Islands Marga Prohens, Palma's Mayor Jaime Martinez and Museum Director Toni Torres enjoy a Corvette C1. Photo: Jean Pierre Jongerius

'Based on an idea born in Munich and linked to Bugatti, we decided to incorporate the existing link between design and automotive engineering with well-known names such as Zagato, Bertone, McLaren and, of course, the aforementioned Bugatti into our event,' said Honorary President Middelmann in his speech, explaining the background to the new initiative. 'The project will lead to the organisation of a travelling exhibition planned for Munich in 2026, followed by Paris and, as now presented, possibly Palma de Mallorca in 2028.'

After the guided tour through the impressive premises of the art museum in the former Es Baluard fortress, the tour continued on foot to the Gerhardt Braun Gallery in Palma's Sant Feliu gallery street. There, a model of the Ford Thunderbird as it rolled off the production line between 1955 and 1957 awaited the participants at a champagne reception, as well as works by the renowned pop artist Heiner Meyer, who was an assistant to Salvador Dalí before studying art in Braunschweig in the 1970s.



Art Gallery owner Gerhardt Braun, Catalina Aguilo, President of Mallorca Sense Fam and pop artist Heiner Meyer (from left) in front of the 1957 Thunderbird Cabriolet by Madeleine Mettegang. Photo: Martin Breuninger

It is no coincidental whim of the artist that Meyer's paintings feature vintage cars 'I don't have a driving licence, but I love cars. That's the only thing I have in common with Picasso,' the artist began his address to the audience and revealed: 'My lovely wife always drives me through the countryside in beautiful vintage cars.'

Another highlight for the participants of Mallorca Car Week was the invitation to a private cocktail at 'Can Caubet', an emblematic example of art in architecture in Palma de Mallorca. The building was designed by Gaspar Bennàssar i Mone, one of the most prestigious architects in Palma, in 1927. The 'Formentor' bar, once a favourite meeting place for celebrities such as Errol Flynn, was located in 'Can Caubet'. With the recreation of the strawberry cocktail with vermouth cream and tapas, the hosts revived the tradition of the Formentor bar to the delight of the participants. The cocktail party offered an exclusive opportunity to network and celebrate together in an intimate and elegant setting.



'Can Caubet' Palma Passeig Born, designed by Gaspar Bennazar in 1927. photo: Dr Roman Hummelt

At the international Concours d'Elegance of the Mallorca Car Week, traditionally held on Saturday, further examples of the art of automotive design were exhibited in glorious sunshine on the renowned Andratx golf course and awarded prizes under the direction of jury president Ulrich Knieps. To entertain the owners of the exhibits, the MCW organisers had organised exciting contributions to shorten the time until the vehicles were judged by the jury.

International experts from the renowned London auction house Bonhams, such as Eva Lengler, classic car expert James Knight, watch expert Jonathan Darracott, wine expert Baudouin de Reviers and Janna-Lena Baierle, an expert from the leading art insurance company HISCOX, spoke on the subject of 'Quo Vadis investments in cars, art, watches and wine'. The art experts were later available to answer numerous questions from the audience. Felipe Fontana from the popular Spanish classic car magazine 'Semanal Classico' interviewed insiders from the automotive world. Incidentally, this year's Best of Show was the one-off Bentley Surbico from 1927 owned by Jim and Tanya Clarke from Scotland.



Art Gallery owner Frank Krüger, Ulrich Knieps (Chairman Jury), Wolfgang Wieland (Jury), Tanja Clarke, Jim Clarke, Stefan Schütt (Jury), Verena Pröbst (Jury), Hugh Brogan (Jury), Sophie von Eberhardt (Executive Committee MCW) from left. Photo: Marie von Schenck

Once again, the Mallorca Car Week did not neglect the good cause: the charity organisation Mallorca Sense Fam sold tickets for 10 euros. As every year, one hundred per cent of the ticket proceeds went to Mallorca Sense Fam.

On Sunday, the traditional Crime Drive concluded the Mallorca Car Week 2024 programme, with participants following the trail of master detective Nick Nickerbocker on breathtaking routes to solve the eighth MCW criminal case, 'Art Theft under Palm Trees'.



Start of the crime drive 'Art theft under palm trees': below from left: Enrique Carbonell (Drive Organisation), Henning Soltau, Frank Krüger. Photo: Julian Aguirre

In October 2025, the 'Arte Sobre Ruedas Mallorca' cycle will continue as part of Mallorca Car Week. Starting with a special exhibition of Bugatti vehicles under the theme 'The Art of Bugatti'. The event will also include "Diseño Rodante Palma" – Rolling Design Palma through the old town of Palma. Alvaro Middelmann, Honorary President of Mallorca Car Week, explains exactly what this is: 'Together with the owners of emblematic design examples of automobiles here on Mallorca, we would like to organise a short tour of the city, from the Es Baluard art museum to the Lonja and back, where spectators can take a ride in a classic or supercar.' This initiative has the support of Palma's mayor Jaime Martinez and the local police authorities.

The positive attitude towards cars on the part of the authorities is an important success factor for the organisers of Mallorca Car Week. The institutional partners of the MCW, which has been organised since 2016, include the Government of the Balearic Islands, the Consell Insular de Mallorca, the city councils of Palma and Andratx, the Es Baluard Museu d'Art Contemporani de Palma the leading charity organisation Mallorca Sense Fam and Driving Mallorca. The Hotel and Resort Steigenberger Camp der Mar, Golf d'Andratx, the galleries Gerhardt Braun and Frank Krüger, as well as distributors of premium automotive brands such as BMW M Iberico, Autovidal Mercedes-Benz and Alfa Romeo, Porsche Centre Balears and others.



Balearic President Marga Prohens with MCW executives Sophie von Eberhardt and Marie-Thérèse von Schenck.
Photo: Jean Pierre Jongerius

The next Mallorca Car Week will once again be organised as a non-profit event by 'Family and Friends' from 11 to 19 October 2025. The provisional programme has already been published on www.mallorcacarweek.com. The registration deadline is 31 August 2025 and recommendations from regular guests of the event are helpful when applying.

Further information: www.mallorcacarweek.com