

21 February 2017

News Release

UBS marks 2017 edition of Art Basel in Hong Kong with two new publications

- **First major publication about the UBS Art Collection in nearly a decade – *UBS Art Collection: To Art its Freedom*, published by Hatje Cantz – will be available for the first time in Asia at Art Basel in Hong Kong.**
- **Art Basel and UBS will launch *The Art Basel and UBS Global Art Market Report* by cultural economist Dr. Clare McAndrew.**
- **The exhibition in the UBS Lounge will showcase works featured in *UBS Art Collection: To Art its Freedom* as well as a selection of new acquisitions to the Collection. Artists to feature include: Andreas Gursky; Michael Craig-Martin; Samson Young; Ed Ruscha; Christian Marclay; and Thomas Demand.**

Hong Kong - 21 February 2017 – [UBS](#), partner of Art Basel since 1994, celebrates its fourth year of sponsoring Art Basel in Hong Kong (23 - 25 March, HKCEC) with an extensive program of public, client and employee activities and the launch of two publications. The first major publication on the UBS Art Collection in nearly a decade will appear for the first time in Asia, while as announced in June 2016, Art Basel and UBS will jointly publish *The Art Basel and UBS Global Art Market Report* by cultural economist, Dr. Clare McAndrew, Founder of Arts Economics. This new annual report will analyze macro-economic trends and provide data on the global art market including international sales by region, price level, and sector.

The new deluxe 274-page hardback overview of the UBS Art Collection, *UBS Art Collection: To Art its Freedom*, includes a history of the collection by Mary Rozell, Global Head UBS Art Collection, and an essay by art scholar, Dieter Buchhart. The volume features more than 200 color illustrations of works by established and emerging artists.

The publication includes an overview of the history and evolution of the UBS Art Collection and provides the inspiration for the exhibition, *A History and A Moment*, in the UBS Lounge. Works by celebrated artists including Andreas Gursky, Michael Craig-Martin, Ed Ruscha and Christian Marclay, provide a foundation and context for a number of new acquisitions including photographs by Thomas Demand, and works by emerging artists like Samson Young.

Kathryn Shih, President of UBS, Asia Pacific said: "Both UBS and Art Basel are committed to delivering the latest perspectives on financial investments and contemporary art, respectively. Our long-standing partnership reflects these shared goals, as we continue to navigate a rapidly changing environment. Art Basel in Hong Kong continues to attract local and international collectors, which is testament to the appetite for contemporary art in the region."



Mary Rozell, Global Head UBS Art Collection said: “*UBS Art Collection: To Art its Freedom* is the result of a dynamic exchange of some of the most intriguing and influential artists and ideas from the 1960s to the present. The range of artwork featured in the publication and in the UBS lounge underscores the company’s long-standing commitment to contemporary art.”

A series of talks in the UBS Lounge will feature cultural opinion-formers, artists and representatives from leading art institutions. In collaboration with the Financial Times, UBS will host a private forum featuring; Artist, Michael Craig-Martin; Artistic Director of the Royal Academy of Arts in London, Tim Marlow; and Financial Times art experts, Jan Dalley and Rachel Spence.

The UBS Junior Art Hub will return to the show for the fourth year, providing children with art-inspired activities aimed at developing their understanding of visual art, throughout the week. Sessions are open to the public, and will include paper weaving, 3D paper craft, interactive drama games and spin painting.

Throughout the week, trending topics and contemporary art news based on data gathered from global media sources will be available via the UBS Planet Art app. The app allows users to navigate and distil large amounts of information about contemporary art, and collect and organize news, features, and market stories into custom content streams.

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Notes to editors:

About the UBS Art Collection

UBS has been an active contemporary art collector since the 1960s, a practice driven by the company's long-held belief that the art of today provides inspiration and challenge while encouraging the innovative thinking that has shaped UBS's corporate culture over the last half century.

Today the UBS Art Collection is considered one of the largest and most important corporate collections of contemporary art in the world. Comprised of various individual art collections with unique attributes that have been integrated over time through a series of mergers and acquisitions – notably between Union Bank of Switzerland, Swiss Bank Corporation and PaineWebber Inc. – the UBS Art Collection currently includes more than 30,000 paintings, works on paper, photography, sculpture, video and installations by artists from 73 countries. The vast majority of these works are displayed in more than 800 UBS offices around the world, serving as an inspiration for employees and a platform for dialogue with clients and the public.

UBS takes a dynamic approach to the collection, continuing to grow and evolve its holdings, acquiring works from around the world in accordance with the geographical reach of its business. UBS also actively supports artists and galleries and actively lends works to major art museums and cultural institutions for public exhibitions.

About UBS Art Collection: To Art its Freedom

UBS Art Collection: To Art its Freedom will feature more than 200 color illustrations and includes the text: "UBS Art Collection: A History and a Moment" written by Mary Rozell, Global Head UBS Art Collection, which presents a history of the Collection, as well as a view to its future. The central essay by noted art historian and curator Dieter Buchhart entitled "To Art its Freedom: A Collection as Emblem of Post-postmodern Polyphony" which contextualizes the Collection within the framework of art history and makes connections among the various featured works. The title of the publication is a quotation from the famous words above the entrance to the Secession Building in Vienna, "To Every Age its Art, to Art its Freedom," which, according to Buchhart, reflects the spirit of the UBS Art Collection – one that endures and remains relevant, independent of changing circumstances or frameworks. *UBS Art Collection: To Art its Freedom* is available for purchase through publisher Hatje Cantz. The 24 × 30 cm, portrait format, hardcover volume is available in English at www.hatjecantz.com.

UBS and contemporary art

UBS's long and substantial record of patronage in contemporary art enables clients and audiences to participate in the international conversation about art and the global art world through the firm's global art platform. In addition to the UBS Art Collection, considered one of the world's largest and most important corporate collections of contemporary art, UBS has an extensive roster of contemporary art programs that include the firm's long-term support for the premier international **Art Basel** shows in Basel, Miami Beach and Hong Kong, for which UBS serves as global Lead Partner; the **Guggenheim UBS MAP Global Art Initiative** with the Solomon R. Guggenheim Museum; and a global exhibition tour of **WOMEN: New Portraits**, an exhibition of newly commissioned photographs by renowned photographer Annie Leibovitz. These activities are complemented by a number of **regional partnerships with fine art institutions** including the Fondation Beyeler in Switzerland, Galleria d'Arte Moderna in Milan, the Nouveau Musée



National de Monaco, the Louisiana Museum of Modern Art in Denmark, the Deichtorhallen in Hamburg and the Art Gallery of New South Wales in Sydney, Australia. UBS also provides its clients with insight into the contemporary art world through the **free art news app UBS Planet Art**, collaborations with the **Swiss Institute**, and the online resource **Artsy**, as well as through the **UBS Arts Forum**. For more information about UBS's commitment to contemporary art, visit ubs.com/art.

UBS and Art Basel

The relationship between UBS and Art Basel began in 1994 when the Swiss financial services firm began serving as lead partner for the original edition of the show in Basel. In 1999, the partnership was extended to include Art Basel's Unlimited exhibition platform – which enables artists to realize highly original and ambitious projects – and, in 2002, the inaugural edition of Art Basel in Miami Beach. In 2014, UBS became involved with Art Basel in Hong Kong, officially assuming its current role as global Lead Partner of Art Basel for all three of its acclaimed international venues. In June 2016, it was announced that Art Basel and UBS would partner to commission a comprehensive, new annual art-market report by renowned cultural economist Dr. Clare McAndrew. The *Art Basel and UBS Global Art Market Report* will be issued in March 2017 during Art Basel in Hong Kong.

About UBS Planet Art

UBS Planet Art – Art news and information at your fingertips. The smart app developed by UBS, offers a distilled view of the vast range of art news, reviews and information across the art world. It uses a proprietary algorithm to aggregate contemporary art information from a broad range of online news sources and allows users to customize content streams. Now with over 40,000 users, Planet Art offers an objective snapshot of the most relevant and trending topics, allowing you stay firmly on top of the world of contemporary art.

About Art Basel

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, and Hong Kong. Defined by its host city and region, each show is unique, as reflected in its participating galleries, the artworks presented, and the parallel programming produced in collaboration with local institutions for each edition.

Art Basel's engagement has expanded beyond art fairs through a number of new initiatives. In 2014, Art Basel launched its Crowdfunding Initiative, in collaboration with Kickstarter. This initiative presents jury-selected art projects to potential benefactors, which include Art Basel's vibrant audience and the Kickstarter community. The initiative has catalyzed much needed support for outstanding non-commercial art projects worldwide and so far has helped pledge over \$1.4 million to creative projects around the world. For Art Basel Cities, launched in 2016, Art Basel is working with selected partner cities to develop vibrant and content driven programs specific to the individual city. Connecting them to the global art world through Art Basel's expertise and network, Art Basel Cities supports its partners to develop their unique cultural landscape. For further information please visit artbasel.com.



About UBS

UBS provides financial advice and solutions to wealthy, institutional and corporate clients worldwide, as well as private clients in Switzerland. The operational structure of the Group is comprised of our Corporate Center and five business divisions: Wealth Management, Wealth Management Americas, Personal & Corporate Banking, Asset Management and the Investment Bank. UBS's strategy builds on the strengths of all of its businesses and focuses its efforts on areas in which it excels, while seeking to capitalize on the compelling growth prospects in the businesses and regions in which it operates, in order to generate attractive and sustainable returns for its shareholders. All of its businesses are capital-efficient and benefit from a strong competitive position in their targeted markets.

UBS is present in all major financial centers worldwide. It has offices in 54 countries, with about 34% of its employees working in the Americas, 35% in Switzerland, 18% in the rest of Europe, the Middle East and Africa and 13% in Asia Pacific. UBS Group AG employs approximately 60,000 people around the world.

Links

www.ubs.com/art

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