

HUGO BOSS

Press Information



HUGO BOSS to Sponsor U.S. Pavilion for the 54th International Art Exhibition La Biennale di Venezia, June 2011

**Featuring six new commissions by 2006 HUGO BOSS Prize nominees
Allora & Calzadilla**

New York/Metzingen, April 6, 2011. HUGO BOSS will serve as the major sponsor for the U.S. Pavilion at the Venice Biennale, the 54th International Art Exhibition, which will be on view from June 4 through November 27, 2011. This will be the fifth consecutive year that HUGO BOSS will serve as a lead sponsor at the Biennale. The U.S. Pavilion, which is organized by the Indianapolis Museum of Art and

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commissioned by Lisa Freiman, will present the work of Puerto Rico-based artist collaborative Jennifer Allora and Guillermo Calzadilla. In 2006, the artists were nominees of the prestigious HUGO BOSS Prize at the Solomon R. Guggenheim Museum of Art. "We are very grateful for HUGO BOSS's support of our project for the U.S. Pavilion," said the artists. "Having participated in the HUGO BOSS Prize competition in 2006, we are glad to receive their continued support on this new occasion."

The sponsorship of Allora & Calzadilla at the U.S. Pavilion demonstrates HUGO BOSS's dedicated interest in continuing to support artists who are making significant contributions to the world of visual arts and culture. "In keeping with our longstanding engagement, we are especially pleased to be supporting this year's United States Pavilion – and the artists Allora & Calzadilla," said Dr. Hjördis Kettenbach, Head of Cultural Affairs at HUGO BOSS. "Within our 16 years of actively promoting the arts, contemporary art has become an integral part of our corporate culture, and based on our past experience with these artists, we have every reason to be excited for their presentation and interpretation of our modern-day world." Lisa Freiman, Chair of the IMA's Department of Contemporary Art also commented, "Allora & Calzadilla represent the diversity and vitality of contemporary American art and their selection is a critical historic moment for the United States."

HUGO BOSS began its active support for contemporary visual arts more than 16 years ago. Today it liaises closely with more than 20 major museums around the world. As part of HUGO BOSS's belief that art is integral to its corporate culture, HUGO BOSS has consistently provided support to pavilions at the Venice Biennial over the past consecutive four years: Ed Ruscha (2005) and Felix Gonzalez-Torres (2007) at the U.S. Pavilion, and Candida Höfer/Martin Kippenberger (2003) and Liam Gillick (2009) at the German Pavilion. Further, HUGO BOSS has been active for several years in supporting international museum exhibitions by artists such as

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Antony Gormley (2010, Kunsthaus Bregenz), Anselm Reyle (2009, Kunsthalle Tübingen), Christoph Büchel (2008, Palais de Tokyo), and Josephine Meckseper (2008, Kunstmuseum Stuttgart). Since its inception in 1995, the HUGO BOSS Prize has established itself as an internationally recognized accolade. As one of the art world's visionary prizes it leads the way for the many art world awards that exist today. The HUGO BOSS Prize is the fruit of long-term cooperation between HUGO BOSS and the Solomon R. Guggenheim Museum. The prize is given to an artist whose work represents a significant development in contemporary art.

About Allora & Calzadilla

Working together since 1995, Jennifer Allora (b. 1974, Philadelphia, Pennsylvania) and Guillermo Calzadilla (b. 1971, Havana, Cuba) are a collaborative that lives and works in San Juan, Puerto Rico. Allora & Calzadilla create works that blend sculpture, photography, performance, sound, and video. Their work has been featured in solo exhibitions internationally, including at MoMA, New York (2010), Kunstmuseum Krefeld, Museum Haus Esters, Krefeld, (2009), Haus der Kunst in Munich, Germany (2008), Serpentine Gallery and Whitechapel Art Gallery in London (2007), Palais de Tokyo in Paris (2006), Stedelijk Museum in Amsterdam (2008), Kunsthalle Zürich in Zürich, Switzerland (2007), National Museum of Art in Oslo, Norway (2009), and the Renaissance Society in Chicago (2007) among others.

About the Venice Biennale

The Venice Biennale has for over a century been one of the most prestigious cultural institutions in the world. Since its founding in 1895, it has promoted contemporary culture, new ideas, and artistic trends through major international exhibitions. The 54th International Art Exhibition of the Venice Biennale will take place June 4 – November 27, 2011, and is directed by the art historian and critic Bice Curiger. To obtain media credentials for the June 1, 2, 3 vernissage and for other information about La Biennale, please visit www.labiennale.org.

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For more information about HUGO BOSS Arts Sponsorship please visit:
www.hugoboss.com

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Photo: Allora & Calzadilla by Marion Vogel, 2008.