

Art | Basel

Hong Kong | March | 24–26 | 2016

PRESS RELEASE
HONG KONG | MARCH 8 | 2016

Samson Young's multi-media walk 'So You Are Old by the Time You Reach the Island' to premiere at Art Basel's show in Hong Kong

Art Basel and BMW are pleased to announce that Samson Young, Hong Kong sound artist and winner of the first BMW Art Journey, will present a new public artwork during Art Basel's Hong Kong show this year. Titled 'So You Are Old by the Time You Reach the Island', the piece will take the form of a multi-media walk that will lead participants on a journey through the streets of the Admiralty and Wan Chai districts in Hong Kong. Offering a time and site-specific experience, the work weaves together institutional histories of place with fictional and personal narratives, all through films, audio tracks, on-site FM radio broadcasts, live actions, and installation elements dispersed along the route.

The multi-media walk adds a new chapter to 'For Whom the Bell Tolls', an ongoing project the artist developed on his BMW Art Journey in 2015. The artist's journey centered on bells, both as sonorous objects and as ideological, political, and religious emblems of their respective communities. On a sixty-day trip around the globe, **Samson Young** researched and recorded numerous bells, compiling an extensive archive of bell recordings and a series of bell sound sketches on paper. The recordings and interviews collected over the journey will be a major aspect of the multi-media walk.

'During my 2015 BMW Art Journey, I traveled to eleven countries on five continents, frequently alone,' said the artist. 'So now it is all the more exciting to add this new dimension to the journey, in the city I call my home, surrounded by friends, artistic collaborators, and visitors. In the past year, I have developed a deeper appreciation for the cultural and psychological meanings of travel, and I hope that though this experience, participants in the sound walk will share this understanding.'

By enabling the winning artist to go on their own journey of creative discovery, the BMW Art Journey functions as a mobile studio that can take artists almost anywhere in the world – to develop new ideas, discover new themes, and envision new creative projects.

Additional information about 'So You Are Old by the Time You Reach the Island', Samson Young, and his BMW Art Journey can be found at bmw-art-journey.com.

NOTES TO EDITORS

Media Briefing announcing the second shortlist for BMW Art Journey at Art Basel in Hong Kong

The second shortlist of the BMW Art Journey will be announced at a special media briefing during Art Basel's Hong Kong show on March 23 at the BMW Lounge. A jury comprising **Richard Armstrong** (Director Solomon R. Guggenheim Museum, New York), **Claire Hsu** (Director Asia Art Archive, Hong Kong), **Matthias Mühling** (Director Städtische Galerie im Lenbachhaus, Munich), **Bose Krishnamachari** (Director Kochi-Muziris Biennale, India) and **Pauline J. Yao** (Curator, Visual Art M+, Hong Kong) will

select three artists from the Discoveries sector at Art Basel in Hong Kong, who will then go on to submit proposals for a journey to a destination of their choice, with the winner being announced in the early summer of 2016.

About Samson Young

Born in 1979, in Hong Kong, Samson Young studied music, philosophy and gender studies at the University of Sydney and holds a Ph.D. in Music Composition from Princeton. In 2013 Young was named 'artist of the year' (media artist) by the Hong Kong Arts Development Council. Young has participated in the Asia Triennial Manchester, the Moscow Biennale of Young Art, and also at group exhibitions at Kunsthalle Winterthur, Switzerland, Today Art Museum Beijing and Taipei Contemporary Art Museum, Taiwan. In his 2015 Art Basel in Hong Kong project 'Pastoral Music', Young combined his research on Hong Kong's involvement in the Second World War, and artists' roles in warfares in general, into a setting that includes graphic musical scores and sound compositions.

BMW's Cultural Commitment

For more than 40 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on modern and contemporary art, jazz and classical music as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York. The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business. Further information please visit: bmwgroup.com/culture and bmwgroup.com/culture/overview

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

About Art Basel

Art Basel stages the world's premier art shows for Modern and contemporary works, sited in Basel, Miami Beach, and Hong Kong. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. In addition to ambitious stands featuring leading galleries from around the globe,

each show's singular exhibition sectors spotlight the latest developments in the visual arts, offering visitors new ideas and new inspiration.

Partners

UBS, global Lead Partner of Art Basel, has supported the organization for more than 20 years. As Art Basel's global network expanded, UBS increased its lead partnership to include all three shows: Basel, Miami Beach and Hong Kong. In addition, UBS has a long and substantial record of engagement in contemporary art: as a holder of one of the world's most distinguished corporate art collections, as an active partner in global contemporary art projects such as the Guggenheim UBS MAP Global Art Initiative, and as a source of information and insights through the UBS Art Competence Center, UBS Arts Forum and its new contemporary art news-focused app, 'Planet Art'.

Art Basel's Associate Partners, supporting all three shows, are Davidoff Art Initiative which encompasses residencies, art dialogs and grants; Audemars Piguet – the independent high-end watch manufacturer, whose expanding activities in contemporary art include the Audemars Piguet Art Commission; and NetJets – the world leader in private aviation. BMW, the renowned car manufacturer, has co-developed with Art Basel the BMW Art Journey, enabling the winning artist to design a journey of creative discovery. Additionally, Art Basel is supported globally by Ruinart as Official Champagne Partner, and Sennheiser as Official Audio Partner.

Art Basel's show in Hong Kong has partnerships with Swire Properties, LE FREEPORT and H Queen's; supported by Mandarin Oriental, Hong Kong, Quintessentially Lifestyle and Swiss International Air Lines. Art Basel's global Media Partner is The Financial Times. For further information about partnerships, please visit artbasel.com/partners.

Private View (by invitation only)

Tuesday, March 22, 2016, 3pm to 8pm

Wednesday, March 23, 2016, 1pm to 5pm

Vernissage (by invitation only)

Wednesday, March 23, 2016, 5pm to 9pm

Public Days

Thursday, March 24, 2016, 1pm to 9pm

Friday, March 25, 2016, 1pm to 8pm

Saturday, March 26, 2016, 11am to 6pm

Important information on press accreditation:

Online press accreditation is now open.

Please note that as of 2016 it will no longer be possible to accredit onsite. Therefore it is important to register online by March 21, 2016. Please visit artbasel.com/accreditation.

Upcoming Art Basel shows

Basel, June 16 - 19, 2016

Miami Beach, December 1 - 4, 2016

Media information online

Media information and images can be downloaded directly from artbasel.com/press.

Journalists can subscribe to our media mailings to receive information on Art Basel.

For the latest updates on Art Basel, visit artbasel.com, find us on Facebook at facebook.com/artbasel or follow @artbasel on Instagram, Google+, Twitter, Weibo and Wechat.

Press Contacts

Art Basel, Dorothee Dines

Tel. +41 58 206 27 06, press@artbasel.com

PR Representatives for Asia

SUTTON, Erica Siu

Tel. +852 2528 0792, erica@suttonpr.com

PR Representatives for Europe

SUTTON, Sarah Norton

Tel. +44 20 7183 3577, sarah@suttonpr.com

PR Representatives for North and South America and the Middle East

FITZ & CO, Katrina Weber Ashour

Tel. +1 212 627 1653, kweberashour@fitzandco.com