
PRESS RELEASE

HONG KONG | MARCH | 18 | 2014

Carsten Nicolai to light up Hong Kong's skyline with new audio-visual installation

The internationally renowned Berlin artist Carsten Nicolai will present a new work during Art Basel's Hong Kong show. Each night from May 15 to 17, 2014, *α (alpha) pulse's* generated light pattern will pulsate in a synchronized frequency across the entire façade of Hong Kong's iconic 490 meter high International Commerce Centre (ICC) on the Kowloon harbor front. An accompanying mobile phone application will allow audiences to participate in the light installation.

Like a lighthouse, the tower will send its pulses into the city, reaching out to Hong Kong residents and visitors. *α (alpha) pulse* is an experimental construction that looks at the effects of audiovisual stimulation on the human perception. In accordance with scientific research, *α (alpha) pulse* is based on the principles of neural feedback on pulsating light sources. The work presents an experiential set-up that explores the effects that the light impulses might have on the mood, relaxation, attention, and creativity of viewers.

Visible from numerous locations across Hong Kong and accessible via the app, *α (alpha) pulse* can be experienced by people all over the city. Designed by Nicolai, the app will provide the audio for the installation and respond to the light display on the ICC, adding another layer to the installation. Recommended public places to watch *α (alpha) pulse* are Tamar Park, Sun Yat Sen Memorial Park and the terrace on Podium 3 and 4 of the IFC Mall.

Carsten Nicolai lives and works in Berlin and Chemnitz, Germany. His work is influenced by scientific reference systems and mathematic patterns, and has been presented at Documenta X and the Venice Biennale. He has previously performed his audio-visual pieces at MoMA and the Solomon R. Guggenheim Museum in New York, San Francisco Museum of Modern Art, Centre Pompidou in Paris, and Tate Modern in London. Nicolai was recently awarded the Grand Prize by The 17th Japan Media Arts Festival. The artist is represented by Galerie EIGEN + ART, Leipzig/Berlin and Pace Gallery, New York.

α (alpha) pulse is commissioned and organized by Art Basel. For more information on the project, please visit artbasel.com/hongkong/special-event.

NOTES TO EDITORS

***α (alpha) pulse* schedule**

May 15-17, 8:30pm – 9:20pm, light display

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, new inspiration and new contacts in the art world.

About Art Basel in Hong Kong

Art Basel's second edition in Hong Kong is taking place Thursday, May 15, to Sunday, May 18, 2014 at the Hong Kong Convention and Exhibition Centre (HKCEC). The Hong Kong show of Art Basel, whose Lead Partner is UBS, will feature 245 premier galleries, from 39 countries and territories. With over half of its galleries having exhibition spaces in Asia and the Asia-Pacific region – including 24 galleries with exhibition spaces in Hong Kong – Art Basel underlines its commitment to showcasing the best art from the region. The show will include for the first time a Film sector, curated by Li Zhenhua, and hosted in collaboration with the Hong Kong Arts Centre.

Art Basel in Hong Kong Selection Committee

The Selection Committee for Art Basel in Hong Kong is comprised of renowned international gallerists: Emi Eu, Singapore Tyler Print Institute, Singapore; Shireen Gandhi, Chemould Prescott Road, Mumbai; Suzie Kim, Kukje Gallery, Seoul; Maho Kubota, Scai The Bathhouse, Tokyo; David Maupin, Lehmann Maupin, New York and Hong Kong; Urs Meile, Galerie Urs Meile, Beijing-Lucerne; Massimo De Carlo, Massimo De Carlo, Milan and London; Zhang Wei, Vitamin Creative Space, Guangzhou and Beijing. The experts for the Discoveries sector are Atsuko Ninagawa, Take Ninagawa, Tokyo, and Finola Jones, mother's tankstation, Dublin. The expert for Modern Art is Mathias Rastorfer, Galerie Gmurzynska, Zurich.

Partners

UBS is Art Basel's global Lead Partner, supporting all three shows in Basel, Miami Beach and Hong Kong. The firm has been the Lead Partner of the Basel show for the past 20 years and of Art Basel in Miami Beach since the show's inception in 2002, and for Hong Kong beginning in 2014. UBS has a rich history of supporting cultural and artistic endeavors across the world, with a focus on promotion, collection and educational activities in the world of contemporary art. The Art Basel show in Hong Kong is supported by Davidoff, Audemars Piguet and Absolut as Associate Partners. The Conversations series is supported by Absolut.

Ruinart, Freeports and Swire Properties are the show's Lounge Hosts, with BMW supporting as Official Automotive Partner, AXA ART as Official Insurance Partner, Swiss International Air Lines as the Official Carrier and Mandarin Oriental, Hong Kong as Official Hotel Partner. Quintessentially Lifestyle is the Official Concierge Partner.

The Financial Times Modern Media Group and Prestige are the show's Media Partners.

For further information on Art Basel's partners, please visit artbasel.com/partners.

Important Dates for Media

Art Basel Preview (by invitation only)

Wednesday, May 14, 2014

12pm – 5pm Private View

5pm – 9pm Vernissage

Art Basel Public Show Dates: Thursday, May 15 to Sunday, May 18, 2014

Thursday 12pm – 7pm General entry

Friday 12pm – 9pm General entry

Saturday 11am – 12pm VIP entry only

12pm – 7pm General entry

Sunday 11am – 12pm VIP entry only

12pm – 5pm General entry

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 or find us on Facebook at facebook.com/artbasel, follow us on Instagram and Twitter @artbasel, #ABHK2014.

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