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**PRESS RELEASE**  
**BASEL | SEPTEMBER 12 | 2014**

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**Art Basel launches Crowdfunding Initiative with Kickstarter to support non-profit visual arts organizations**

**Art Basel today announced its new digital initiative in partnership with Kickstarter, the online fundraising platform for creative projects. The Art Basel Crowdfunding Initiative will aim to catalyze international support for non-profit visual arts organizations worldwide by promoting outstanding projects to Art Basel's extensive global audience. Art Basel's curated page on Kickstarter will feature a wide variety of art projects, selected by an independent jury, comprised of: Hammad Nasar, curator, writer and Head of Research and Programmes at the Asia Art Archive, Hong Kong; Glenn Phillips, Acting Head of the Department of Architecture and Contemporary Art at the Getty Research Institute in Los Angeles; and Mari Spirito, Founding Director of Protocinema, Istanbul and New York.**

With this new initiative, Art Basel will support the non-profit sector of the artworld, at a time when public funding for the arts has been dwindling. Designed specifically for non-profit arts organizations, the Art Basel Crowdfunding Initiative will offer visibility and support for a wide variety of artistic projects, including non-profit exhibitions, public installations, films, artist books, education programs, artist residencies, talks, conservation and archiving, and other innovative art projects.

On Kickstarter's site, thousands of projects are finding support at any given moment. Each project is independently created by the person or organization behind it, with every project creator setting their project's funding goal and deadline. If people find the project compelling, they can pledge money toward it. Funding on Kickstarter is all-or-nothing: If the project succeeds in reaching its funding goal, the full amount is released to the creator when time expires. If the project falls short, no money is transferred.

For non-profit organizations, the combination of Art Basel's global audience and Kickstarter's proven funding mechanism can open up a new opportunity for fundraising and building awareness. The initiative connects Kickstarter's platform – where over the past five years more than \$1.3 billion has been pledged by more than 6.9 million people, funding more than 69,000 creative projects – with Art Basel's global network of over 500 galleries, 230,000 attendees across its three shows, and an online community counting more than 290,000 on Facebook, 139,000 on Twitter, 76,000 on Instagram, and 76,000 on Google+.

Organizations applying to Art Basel's Crowdfunding Initiative on Kickstarter will be reviewed and selected by an independent jury comprised of: **Hammad Nasar**, curator, writer and Head of Research and Programmes at the Asia Art Archive, Hong Kong **Glenn Phillips**, Acting Head of the Department of Architecture and Contemporary Art at the Getty Research Institute in Los Angeles; and **Mari Spirito**, Founding Director of Protocinema, Istanbul and New York.

Art Basel's curated page on Kickstarter launches with an initial selection of compelling projects:

- Sydney's **4A Centre for Contemporary Asian Art** proposes staging "Actions for Tomorrow" by Chinese art collective **Yangjiang Group** in Sydney's Chinatown neighborhood. The project pushes the boundaries of traditional Chinese calligraphy by exploring ideas of collective action through large-scale architectural constructions, video projections and public performances.
- **Gasworks**, a London-based organization that promotes the exchange of ideas between international and local artists through exhibitions and residencies in London and at partner organizations in Cuba, China, South Africa, Kenya and India, asks for support to construct additional studios for emerging artists in South London.
- **SASSAS (Society for the Activation of Social Space through Art and Sound)**, an organization that produces concerts in the greater Los Angeles area that re-contextualize sound and place, plans to host a free public concert of contemporary sound works in the hills outside of Los Angeles.
- **SculptureCenter** in New York City looks to raise funds to present a major retrospective for leading Thai artist, **Araya Rasdjarmrearnsook**. It would be her first museum survey in the United States.

As the jury reviews additional applications, new projects will be added on an ongoing basis. Projects will be selected for their overall quality, innovation, creativity and viability, representing the strength, diversity and future vitality of non-profit arts organizations worldwide.

"Our Crowdfunding Initiative will bring new support and visibility to one of the areas where it is most needed in today's artworld – those non-profit arts organizations worldwide that serve as the foundation and testing ground for so many important cultural projects." Marc Spiegler, Director, Art Basel

"Incredible art has come to life via Kickstarter – everything from giant murals to interactive performances to new studio spaces for young talent. We're thrilled that world-class art projects from top non-profits will have the chance to find support on Kickstarter, and to be bolstered by the Art Basel community." Yancey Strickler, Kickstarter CEO and cofounder

All details to be found under [artbasel.com/crowdfunding](http://artbasel.com/crowdfunding).

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## NOTES TO EDITORS

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### About the Jury

**Hammad Nasar** is a curator and writer, and Head of Research and Programmes at the Asia Art Archive (Hong Kong), an independent non-profit organization dedicated to documenting the recent history of contemporary art in Asia within an international context. Formerly based in London, Nasar was the co-founder of Green Cardamom, a not-for-profit organization with a focus on art from South Asia. He was a Fellow of the Clore Leadership Programme and Research Fellow at Goldsmiths College, both in London. Further, he has worked with numerous institutions, including the Sindh Museum in Pakistan, the British Museum, Manchester Art Gallery, SOAS, the Aldrich Contemporary Art Museum, Asian Art Museum, and the Pacific Asia Museum in the United States.

**Glenn Phillips** is Acting Head of the Department of Architecture and Contemporary Art at the Getty Research Institute in Los Angeles. His exhibition 'California Video' won the International Association of Art Critics award for best exhibition of digital media, video, or film in 2008. Other exhibitions include: 'Time/Space, Gravity and Light'; 'Pioneers of

Brazilian Video Art 1973-1983'; 'Surveying the Border: Three Decades of Video Art about the United States and Mexico'; and 'Radical Communication: Japanese Video Art 1968-88'. Prior to working at the Getty, he was Assistant Curator for Special Projects at the Whitney Museum of American Art. Most recently, he was a member of the curatorial team for 'Pacific Standard Time: Art in L.A. 1945-1980.'

**Mari Spirito** is the Director/Curator of Protocinema, a transnational, site-aware nonprofit based in Istanbul since 2011. Spirito recently collaborated on a Research Project titled: 'Asar-ı Atika/ Ancient Works' with Övül Durmusoğlu, Rossella Biscotti, Nilbar Güreş and Akram Zaatari originating at the Museum of Anatolian Civilizations, Ankara, with a grant from Independent Curators International and SAHA, Istanbul. Prior to Protocinema, Spirito was Director of 303 Gallery in New York for 12 years, where she worked on large-scale, site-specific works by Mike Nelson and Doug Aitken. Spirito is on the boards of Participant Inc. in New York, New Art Dealers Alliance, also in New York, and Collectorspace in Istanbul.

### **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 world, 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.

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 endeavours across the world, with a focus on promotion, collection and educational activities in the world of contemporary art. For further information on Art Basel's partners, please visit [artbasel.com/partners](http://artbasel.com/partners).

### **About Kickstarter**

Kickstarter is a funding platform for creative projects, from films, games, and music to art, design, and technology. Kickstarter is full of ambitious, innovative, and imaginative projects that are brought to life through the direct support of others.

Since its launch in 2009, 6.8 million people have pledged \$1 billion, funding 68,000 creative projects. Thousands of creative projects are raising funds on Kickstarter right now. The filmmakers, musicians, artists, and designers raising funds on Kickstarter have complete creative control over their projects. Kickstarter is a platform and a resource; together, creators and backers make projects happen. Kickstarter is an independent company based in Greenpoint, Brooklyn. For more information please visit: [kickstarter.com/press](http://kickstarter.com/press).

### **Media information online**

Media information and images can be downloaded directly from [artbasel.com/press](http://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](http://artbasel.com) or find us on Facebook at [facebook.com/artbasel](https://facebook.com/artbasel), follow us on Instagram and Twitter @artbasel, #artbasel. Media information and images can be downloaded directly from [artbasel.com/press](http://artbasel.com/press).

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