
PRESS RELEASE

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Art Basel in Hong Kong moving to March dates from 2015

Art Basel is delighted to announce that from 2015 onwards Art Basel in Hong Kong will take place in March. The new timing will be significantly more convenient for participating galleries, collectors, curators, and the artworld in general, enabling a broader international audience to attend the leading fair in Asia and the Asia-Pacific region.

The show dates for Art Basel in Hong Kong 2015 have been confirmed as follows:

Preview (by invitation): Friday evening, March 13, and all day Saturday, March 14, 2015
Public Show Dates: Sunday, March 15 to Tuesday, March 17, 2015

'We are delighted to have secured dates that will help Art Basel's show in Hong Kong reach its full potential as a key fixture on the international art calendar,' says Magnus Renfrew, Director Asia, Art Basel. 'We are confident that the new March dates will encourage premier galleries worldwide to apply for the show and lead to an even stronger presence of collectors, curators and museum directors from around the world.'

Noting that the date shift was complex, Renfrew adds, 'We are very grateful to the Hong Kong Convention and Exhibition Centre's leadership team for their tireless efforts to make this possible within their particularly popular venue for international shows.'

The 2014 show takes place at the Hong Kong Convention and Exhibition Centre, the host venue for Art Basel in Asia, from Thursday, May 15 to Sunday, May 18, with the Preview (by invitation only) on Wednesday, May 14.

NOTES TO EDITORS

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 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

The second edition of Art Basel in Hong Kong, Lead Partner UBS, will take place from May 15 to 18, 2014 at the Hong Kong Convention and Exhibition Center. The show will present 245 of the leading galleries from Asia, Europe, the Americas and the rest of the world and more than 3,000 artists, ranging from young emerging artists to the Modern masters from both Asia and the West. 50 percent of galleries presented at the show have exhibition spaces in Asia and the Asia-Pacific region, showcasing a strong combination of high-quality works from the East and the West and underscoring Art Basel's commitment to the region. The main sector, Galleries,

presents premier established galleries from across the world, while Insights is dedicated to presenting precise contextual and thematic presentations by artists from across the art scenes in Asia and the Asia-Pacific. The Discoveries sector provides a platform for younger galleries and Encounters shows large-scale sculptural installations by leading artists from around the world. 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. The show will be accompanied by strong public programming, including Art Basel's popular talks programs, Conversations and Salon. Additionally, collaborations with local and international partners will ensure a diverse range of arts programming, with hundreds of cultural events hosted across the city throughout the week.

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 endeavours 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 and Modern Media Group are the show's Media Partners.

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

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