HUGO BOSS

For Immediate Release

Artist Kwan Sheung Chi is the First Recipient of the HUGO BOSS ASIA ART Award



Kwan Sheung Chi, *Break Up a Piece of Short*Thread, 2009 DV PAL, Black&White, Silent 43'43"

Metzingen, Germany/Shanghai (October 31, 2013)- HUGO BOSS and the Rockbund Art Museum announced the recipient of the first HUGO BOSS ASIA ART Award, Kwan Sheung Chi on October 31, 2013.

The prize established in Spring 2013, will be awarded biennially to emerging Asian artists coming from Greater China or with roots in this region. Carrying a stipend of RMB 300,000, the award is administered by the Rockbund Art Museum. An international jury comprised of museum curators selected Kwan Sheung Chi as the winner of the first HUGO BOSS ASIA ART Award. The decision was based on the current exhibition at Rockbund Art Museum, showing several works of the seven finalists. The exhibition in Shanghai will continue until December 8, 2013.

"The HUGO BOSS ASIA ART Award complements our current art sponsorship program in a very special way," explains Dr. Hjoerdis Kettenbach, Head of Cultural Affairs at HUGO BOSS. "We would like to extend our congratulations to the winner and express our gratitude to the jury and the Rockbund Art Museum for their

HUGO BOSS

dedication and cooperation. We are looking forward to seeing Kwan Sheung Chi's work develop in the future."

The other six shortlist artists nominated by the jury were Birdhead (Shanghai), Hsu Chiawei (Taipei), Hu Xiangqian (Beijing), Lee Kit (Hong Kong, Taipei), Li Liao (Shenzhen), and Li Wei (Beijing).

High-resolution images of the recipient of the award, the art works and the exhibition opening can be downloaded from the following link:

http://portal.hugoboss.com/com_eventspublic_en/show.jsp?cn=asia_art_award

More information on HUGO BOSS ASIA ART can be found via the official website: www.hugobossasiaart.com.

If you have any questions, please contact:

Anna Rosa Thomae

FITZ & CO

212- 627-1455 x256

annarosa@fitzandco.com