

# HUGO BOSS



For Immediate Release

## **HUGO BOSS Partners with Jeff Koons on the Artist's Major Retrospective at the Fondation Beyeler**

**Open Now Through September 2, 2012**

(Metzingen/Basel) May 30, 2012—HUGO BOSS is pleased to announce its support of “JEFF KOONS,” the artist’s first-ever solo exhibition at a Swiss museum. The exhibition opened on May 13 and will run through September 2, 2012.

Curated by Sam Keller and Theodora Vischer, the Director and Senior Curator at Large of the Fondation Beyeler, the exhibition features three central series of works by Koons—“The New” (1980-1987), “Banality” (1988), and “Celebration” (begun in 1994)—giving a broad and comprehensive survey of the artist’s creative approach.

Sponsorship of this exhibition is a continuation of the long relationship over the past 15 years between HUGO BOSS and Jeff Koons. In 1997, the company installed his famous flower sculpture, “PUPPY,” in Bilbao to mark the opening of the city’s Guggenheim Museum. In 2001, Koons created a gigantic collage for HUGO BOSS. In November 2011, the Spanish city was also home to Koons’s most recent project with HUGO BOSS, where “PUPPY” was once again covered with flowers and plants.

“Our support of the ‘JEFF KOONS’ exhibition is one of the highlights in our arts program for 2012. We feel sure that the exhibition and the museum’s companion program will draw large numbers of people to Basel,” commented Dr. Hjördis Kettenbach, Head of Arts Sponsorship at HUGO BOSS.

HUGO BOSS has been fostering contemporary art since 1995 with its Arts Sponsorship Program. Since its inception, it has established major partnerships with over 20 art museums and galleries worldwide, and forged long-term relationships with international artists. And, since 1995, the HUGO BOSS Prize has established itself as an internationally recognized accolade. As one of the art world’s visionary prizes it leads the way for many art world awards that exist today. The HUGO BOSS Prize is given biannually to an artist whose work represents a significant development in contemporary art, who is also given a solo exhibition at the Solomon R. Guggenheim Museum in New York City.

In 2011, HUGO BOSS sponsored the U.S. Pavilion at the 54<sup>th</sup> International Art Exhibition La Biennale di Venezia, which presented works by artist collaborative Jennifer Allora and Guillermo Calzadilla.

HUGO BOSS actively supports cultural institutions in its home region of Southwest Germany in the belief that art and culture stimulate creative exchange and encourage tolerance both inside and outside the company.

Photo: Jeff Koons *Balloon Flower (Blue)*, 1995–2000 High chromium stainless steel with transparent color coating, 340 x 285 x 260 cm. Private collection © Jeff Koons. Rendering of an installation in Berower Park, Fondation Beyeler, Riehen / Basel

For more information about HUGO BOSS Arts Sponsorship please visit:

[www.hugoboss.com](http://www.hugoboss.com)

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