
PRESS RELEASE
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Art Basel announces the first edition of Art Basel Live, to take place in parallel to the 2021 Hong Kong show

Art Basel Live, Art Basel's new digital initiative, will run in parallel to its physical show and feature Online Viewing Rooms, as well as a range of livestreamed events, daily broadcasts and virtual experiences. Bridging the fair's physical and digital elements, Art Basel Live will amplify participating galleries, artists, and city-wide cultural programming to a broad global audience. The new digital platform will debut at the upcoming Hong Kong show in May 2021. Art Basel, whose Lead Partner is UBS, takes place from May 19 to May 23, 2021 at the Hong Kong Convention and Exhibition Centre (HKCEC).

The first iteration of 'Art Basel Live: Hong Kong', will take place from May 19 to May 23, 2021 in tandem with the physical fair at the Hong Kong Convention and Exhibition Centre. Exhibitors of the in-person show will showcase Online Viewing Room presentations that complement their physical booths. Other program highlights include virtual tours, VIP and public walkthroughs livestreamed from the HKCEC, as well as special events hosted by participating galleries and local institutions. From Sunday, May 16 to Sunday, May 23, 2021 there will be a daily broadcast at 8pm HKT (2pm CEST) from the HKCEC, presenting highlights from the fair as well as throughout the city's cultural institutions. The broadcast will be streamed on the Art Basel website, YouTube, Facebook, Yitiao and Zai Art.

A key part of Art Basel's long-term commitment to develop a hybrid format that best serves the ever-evolving gallery ecosystem, Art Basel Live will lend a new dimension to its core fair programming with engaging digital experiences capable of reaching new and existing audiences worldwide. Future iterations will be adapted to each show's unique content and focus.

Marc Spiegler, Global Director, Art Basel, said: 'As we prepare to stage our first physical fair since 2019, we are excited to launch a parallel digital program that brings the excitement and vibrancy of the in-person show to audiences worldwide. Art Basel Live is an important step forward building on our Online Viewing Rooms, which we launched in early 2020, adding a rich digital layer to the physical experience of exhibiting and viewing art from across the globe. We look forward to the creative opportunities this new model will present for us and our galleries.'

Adeline Ooi, Director Asia, Art Basel, said: 'We are delighted to be able to stage our Hong Kong show this year, not only here at the Hong Kong Convention and Exhibition Centre but also via a digital platform that will allow an even wider global audience to participate. "Art Basel Live: Hong Kong" will allow us to bring the exceptional presentations of our galleries and the exciting cultural offerings of Hong Kong to our global network of collectors and patrons, including those who may not be onsite with us in 2021 but nonetheless remain equally engaged from afar.'

In line with Art Basel's commitment to engaging with the broadest possible audiences, the fair will once again open its doors to the public on Saturday, May 22 and Sunday, May 23, in

accordance with all local health and safety regulations. A limited number of tickets will be on sale **here**.

For further updates on Art Basel Hong Kong: Live and a program of events please visit artbasel.com/hong-kong.

NOTES TO EDITORS

About Art Basel

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, 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. Art Basel's engagement has expanded beyond art fairs through new digital platforms and a number of new initiatives such as The Art Basel and UBS Global Art Market Report and The BMW Art Journey. Art Basel's Global Media Partner is The Financial Times. For further information, please visit artbasel.com.

Partners

UBS & Contemporary Art

Global Lead Partner of Art Basel, UBS has a long history of supporting contemporary art and artists. The firm has one of the world's most important corporate art collections and seeks to advance the international conversation about the art market through its global lead partnership with Art Basel and as co-publisher of the Art Basel and UBS Global Art Market Report. UBS also has partnerships with fine art institutions including the Fondation Beyeler in Switzerland, the Garage Museum of Contemporary Art in Russia and the Art Gallery of New South Wales in Australia. UBS provides its clients with insight into the art market, collecting and legacy planning through its UBS Collectors Circle and UBS Art Advisory. For more information about UBS's commitment to contemporary art, visit ubs.com/art.

Art Basel's **Associate Partner** is Audemars Piguet, which, with its in-house art programme Audemars Piguet Contemporary, is currently presenting the fifth edition of the Audemars Piguet Art Commission in Hong Kong. Art Basel is also supported globally by BMW, which has co-developed with Art Basel the BMW Art Journey, and La Prairie.

Local Partners in Hong Kong are Swire Properties, Marriot Bonvoy and Quintessentially. Art Basel's global Media Partner is The Financial Times. For further information about partnerships, please visit artbasel.com/partners.

Private View (by invitation only)

Wednesday, May 19, 2021, 2pm to 8pm

Thursday, May 20, 2021, 2pm to 8pm

Friday, May 21, 2021, 2pm to 4pm

Saturday, May 22, 2021, 12noon to 2pm

Sunday, May 23, 2021, 12noon to 2pm

Vernissage

Friday, May 21, 2021, 4pm to 9pm

Show Hours

Saturday, May 22, 2021, 2pm to 8pm

Sunday, May 23, 2021, 2pm to 6pm

**Art Basel Live: Hong Kong
Preview (by invitation only)**

Wednesday, May 19, 2021, 2pm (HKT) – Friday, May 21, 2021 4pm (HKT)

Public Days

Friday, May 21, 2021 4pm (HKT) – Sunday, May 23, 2021 midnight (HKT)

Press accreditation

For press accreditation either for the show or for 'Art Basel Live: Hong Kong', please get in touch with the PR representatives of your region.

Upcoming Art Basel shows

Hong Kong, May 21-23, 2021

Basel, September 23-26, 2021

Miami Beach, December 2-5, 2021

Upcoming OVRs

OVR: Portals, June 16-19, 2021

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

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