
PRESS RELEASE
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Art Basel launches Online Viewing Rooms

The new digital initiative will offer exhibitors an additional platform to showcase artworks to Art Basel's global network of patrons, as well as new collectors and buyers. The first iteration of the Online Viewing Rooms will launch in March 2020, providing exhibitors the opportunity to present works they planned to show at Art Basel Hong Kong. The Online Viewing Rooms will be live from March 20 to March 25, 2020, with VIP preview days from March 18 to March 20, 2020.

The new digital initiative will run in parallel to the shows – rather than replacing the physical experience of an art fair – and will allow gallerists to showcase additional curated exhibitions of works not presented at the fair, each listed with a price range. For its first iteration, however, the concept has been adapted to allow exhibitors to present works intended for the cancelled Art Basel Hong Kong 2020. All galleries that were accepted to the 2020 Hong Kong show are invited to participate at no cost for the first edition.

Art Basel's Online Viewing Rooms will allow collectors to browse thousands of works, searching by galleries, artists, and medium, and directly contact the gallery with sales inquiries. Like the fairs, the showrooms will begin with a preview, accessible only to VIP card holders, followed by several days when the show rooms will be open to the public.

Marc Spiegler, Global Director, Art Basel said: 'As the art market continues to evolve, Art Basel has continually investigated how new technologies can give us new opportunities to support our galleries. The Online Viewing Rooms will provide galleries with a further possibility for engaging with our global audiences, complementing the essential personal interactions that continue to underlie the art market.'

Adeline Ooi, Director Asia, Art Basel said: 'We are delighted to be able to premiere this new initiative now. While the Online Viewing Rooms cannot replace our 2020 fair in Hong Kong, we firmly hope that it will provide a strong support to all the galleries who were affected by the cancellation of our March show.'

The Online Viewing Rooms will be available via the Art Basel website under artbasel.com/viewing-rooms and the Art Basel App. More details on participating galleries and their presentations will become available in the coming weeks.

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 a number of new initiatives such as The Art Basel

and UBS Global Art Market Report and Art Basel Cities. For further information, please visit artbasel.com.

Partners

UBS, Global Lead Partner of Art Basel, has supported the organization for more than 27 years. As Art Basel's global network expanded, UBS increased its lead partnership to include all three shows, and as co-publisher of the Art Basel and UBS Global Art Market Report. UBS has a long record of engagement in contemporary art with the UBS Art Collection, one of the world's most distinguished corporate art collections with more than 30,000 works created by artists from more than 75 countries at its core. The firm actively enables audiences to participate in contemporary art through its partnerships with leading cultural organizations around the world. UBS provides its clients with insight into the art market, collecting and legacy planning through its Art Collectors Circle and the UBS Art Advisory Unit. For more information about UBS's commitment to contemporary art, visit ubs.com/art.

Art Basel's **Associate Partners** include Audemars Piguet, whose expanding activities in contemporary art include the Audemars Piguet Art Commission, and NetJets – the world leader in private aviation. Art Basel is also supported globally by BMW, who has co-developed with Art Basel the BMW Art Journey, Ruinart, Sanlorenzo, and La Prairie. Art Basel's Global Media Partner is The Financial Times. For more information, please visit artbasel.com/partners.

Important Dates for Media

Online Viewing Rooms

Preview (by invitation only)

Wednesday, March 18, 2020, 11am CET to Friday, March 20, 2020, 11am CET

Public days

Friday, March 20, 2020, 11am CET to Wednesday, March 25, 2020, 11am CET

Upcoming Art Basel shows

Basel, September 17-20, 2020

Miami Beach, December 3-6, 2020

Hong Kong, March 25-27, 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.

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