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## HISTORY

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### 1970

Art Basel is founded by Basel art gallerists Ernst Beyeler, Trudi Bruckner and Balz Hilt. The show proves to be a success from the very start: 90 galleries and 30 publishers from 10 countries exhibit at the inaugural show, attracting 16,300 visitors.

### 1973

Art Basel hosts its first special exhibition - 'American Art after Jackson Pollock'. A series of 'one-country' special exhibitions follows, featuring artists of Italy, Britain, Spain, Germany, France, Switzerland, Austria, Israel, Holland, and Belgium.

### 1974

Introduction of the Neue Tendenzen ('New Trends') sector designed to promote young artists. 50 galleries take part, including Castelli from New York, Sonnabend from Paris, Sperone from Turin, and Verna and Ziegler from Zurich. An exhibitors committee of leading gallerists and experts is established to review and select applying galleries.

### 1975

Only 6 years after its founding, Art Basel reaches its present size of circa 300 exhibitors. The participating galleries come from 21 countries, attracting 37,000 visitors.

### 1979

The Perspective platform replaces the Neue Tendenzen sector. It features solo shows of 16 little-known artists, among them John Armleder, Tony Cragg, Peter Fischli and David Weiss, Beat Streuli and Martin Disler, Julian Opie, Jean-Frédéric Schnyder, Helmut Federle, and General Idea – all of whom will soon become prominent artists on the international art scene.

### 1989

To celebrate the 150th anniversary of photography, 16 galleries belonging to the International Association of Photography Art Dealers present top-quality photographs spanning the entire history of the medium. Through its five subsequent thematic Art Photography exhibitions, Art Basel becomes one of the artworld's leading platforms for promoting the medium.

### 1993

After two years as a separate fair, Edition is integrated into Art Basel as the Art Edition sector, with 15 top international multiples galleries taking part. The new Young Galleries sector promotes galleries offering a program of young artists not yet firmly established in the market.

### 1995

Introduction of the Art Video Forum platform. Pipilotti Rist and Enrique Fontanilles are the first recipients of the video art prize endowed by the main sponsor, the Swiss Bank Corporation (which later merged with Union Bank of Switzerland to become UBS).

### 1996

Young Galleries is replaced by Art Statements, presenting 23 solo shows by young artists, establishing this sector as a launch for international recognition. International stars who have made their first major appearance at Art Statements over the years include Ghada Amer, Kader Attia, Vanessa Beecroft, Pierre Huyghe, William Kentridge, Mariko Mori, Ernesto Neto, João Onofre, Jorge Pardo, Manfred Pernice, Elisabeth Peyton, Ugo Rondinone, Hans Schabus, Gregor Schneider, Kara Walker and Gary Webb.

**1999**

The Art Film sector – devoted to films by and about artists – debuts at the Stadtkino Basel.

**2000**

Sam Keller becomes Art Basel's Director.

Introduction of the Art Unlimited platform, which transcends the concept of the classic exhibition booth with an open-plan exhibition environment that plays host to all types of ambitious contemporary media: installation, monumental sculpture, large-scale painting, video work, and performance art. The sector is curated by Simon Lamunière until 2012.

First special exhibition devoted to Artist Books from 2000 to 2005, an art form ordinarily accorded marginal attention at art fairs. Its success led to two follow-up exhibitions: the Small Press Scene in the 60s and 70s, and Artist Records, a store/exhibit featuring recordings produced or designed by artists.

**2002**

Art Basel debuts in Miami Beach. At the nexus of North America and Latin America, the show reflects the city's multi-cultural identity, presenting a diversity of work from the galleries and artists of the region. It immediately establishes itself as the premier show in the Americas, and ranks among the favorite winter-time events of the international art world. Art Positions introduces a radical new sector, with galleries exhibiting young artists near the beach in temporarily converted shipping containers. The first edition features 160 galleries from 23 countries and attracts 30,000 visitors.

**2003**

The Art Nova sector begins a long run in Miami Beach, focusing on recent works by artists of all generations.

**2004**

Art Basel launches Art Basel Conversations: Panel discussions with leading members of the art world providing privileged access to first-hand information on diverse aspects of collecting and exhibiting art. Panelists include prominent art collectors, museum directors, biennale curators, artists, art critics, and architects.

Under the title of Public Art Projects, projects of an institutional scale are presented in the spacious, revamped exhibition area on Messeplatz.

**2005**

The new Art Kabinett sector, which gives the Art Galleries sector's exhibitors a chance to create special exhibitions within their booth, proves to be a favorite among artworld connoisseurs.

First special exhibition devoted to Artist Books from 2000 to 2005. Its success led to two follow-up exhibitions: the Small Press Scene in the 60s and 70s, and recordings produced or designed by artists (Artist Records).

**2006**

Art Basel launches Art Premiere, under a special sector that first features galleries new to the main sector, then evolves to focus on juxtapositions between artists of different cultural backgrounds or generations.

**2007**

Annette Schönholzer, Marc Spiegler, and Cay Sophie Rabinowitz take over Art Basel's directorship from Sam Keller. From 2008 the shows are run by co-directors, Annette Schönholzer and Marc Spiegler.

The Ball of Artists, an aural and visual artwork, is experienced by 1,200 attendees at the Vizcaya Museum and Gardens in Miami, thus beginning a dialog between the historic house and gardens and the contemporary artworld. Several semi-permanent installations remain on site after the event for park visitors.

**2009**

Marking Art Basel's 40th anniversary, the show presents, 'Il Tempo del Postino,' a visual arts 'opera' of time-

based art by some 20 artists and teams is directed by curator Hans Ulrich Obrist and artists Philippe Parreno, Anri Sala, and Rirkrit Tiravanija. The presentation, which premiered at the 2007 Manchester International Festival, was organized by Art Basel in cooperation with Fondation Beyeler and Theater Basel.

Art Positions moves into the Miami Beach Convention Center, making room for the new Oceanfront area, an experiential space debuting with 'Self Roaming', Los Angeles artist Pae White's immersive and interactive cityscape. This labyrinth-like metropolis on the sand was commissioned by Creative Time.

## **2010**

Expanding the Art Basel show beyond Messeplatz, the Art Parcours sector debuts, with the goal of presenting site-specific public artworks and performances by renowned artists and emerging talents in the historical neighbourhoods of Basel. The new Art Feature sector, replacing Art Premiere, offers gallerists a chance to participate at Art Basel with historical material, solo shows by artists of all ages and precise curatorial juxtapositions. Like Art Kabinett in Miami Beach, Art Feature rapidly proves to be a favourite sector for curators and connoisseur collectors.

Art Basel Miami Beach hosts Creative Time's Oceanfront Nights, a nightly program sited in an open-air pavilion designed by Phu Hoang Office and Rachely Rotem Studio, constructed of reflective and phosphorescent ropes that sway and glow in the night.

## **2011**

Art Basel announces that MCH Swiss Exhibition (Basel) Ltd. has signed a purchase agreement with Asian Art Fairs Ltd, the owners of ART HK, and as of July 1, 2011, took a majority ownership stake in Asian Art Fairs Ltd.

Art Basel Miami Beach celebrates its 10th edition with a vertical one-night event created by Performa, to engage all three floors of the new Frank Gehry-designed New World Symphony. The event is the first visual arts-related event held at the New World Symphony building. The Art Video program is projected onto building's 7,000-square-foot outdoor projection wall, while Art Public sector is consolidated in a new location, Collins Park, and co-produced with the Bass Museum of Art.

## **2012**

Gianni Jetzer replaces Simon Lamunière as curator of the Unlimited sector in Basel.

## **2013**

Art Basel presents its inaugural show in Hong Kong and attracts over 60'000 visitors. Half of the participating galleries are from Asia and the Asia-Pacific region.

The show in Basel attracts a record of 70,000 visitors, generating an attendance of 86,000 over the six show days. The new extension to Hall 1 by Basel architects Herzog & de Meuron houses Unlimited, Statements Magazine and Conversations and Salon. Florence Derieux curates for the first time the Parcours sector which takes over the Klingental neighbourhood of Basel. Tadashi Kawamata is commissioned to create an intervention on Messeplatz for the duration of the show.

The 2013 edition of Art Basel in Miami Beach attracts an attendance of 75,000 over the five show days, a seven percent increase over last year. The Edition sector premieres in Miami Beach with 13 exhibitors. Public is curated for the first time by Nicholas Baume, Director and Chief Curator of New York City's Public Art Fund.

## **2014**

Art Basel's second edition in Hong Kong, the first with UBS as Lead Partner, presents a premier line-up of 245 galleries with exhibition spaces in 39 countries and territories across the world. The show is attended by over 65,000 visitors and sees the Asian debut of Art Basel's popular Film sector. The public opening of the show is marked with a special audio-visual installation, 'α (alpha) pulse', by the internationally renowned German artist Carsten Nicolai.

In Basel, Art Basel presented 285 galleries from 34 countries across the six sectors of the show. The show attracts a record attendance of 92,000 over the six show days. Statements returns to Hall 2 after nine years in Hall 1, giving the younger generation of artists and galleries a more prominent placement. Art Basel partners with Fondation Beyeler and Theater Basel to present '14 Rooms', a major live-art exhibition staged in Basel from June 14 to 22, 2014. The exhibition is curated by Klaus Biesenbach and Hans Ulrich Obrist.

Art Basel's 13th edition in Miami Beach presents 267 leading international galleries from 31 countries and attracts an attendance of 73,000 over five days. The art-historical sector Survey launches with 13 exhibitions and brought art-historical projects to the fair, including many rare works never before exhibited in an art fair context. Art Basel partners with Performa to present 'ME3M 4 Miami: A Story Ballet About the Internet', an immersive dance performance by celebrated contemporary artist Ryan McNamara.

In December 2014, Art Basel appoints the curator and art advisor Adeline Ooi as new Director Asia.

## **2015**

The 2015 show in Hong Kong is the first to take place in March presenting 233 galleries with exhibition spaces in 37 countries and territories and attracts nearly 60'000 visitors. Encounters is curated for the first time by Alexie Glass-Kantor, Executive Director of Artspace in Sydney. Art Basel and the International Commerce Centre (ICC) presents 'Same Old, Brand New' by renowned Chinese artist Cao Fei.

During the show, Art Basel and BMW presents the first iteration of the BMW Art Journey, a joint initiative to recognize and support emerging artists worldwide).

On April 14, 2015 Art Basel appoints Patrick Foret, longtime Head of Sponsorship at Art Basel, as the organization's new Director of Business Initiatives.

Art Basel's 46th edition in Basel presents 284 galleries from 33 countries and attracted an attendance of 98,000 over the six show days. A significant reconfiguration of the downstairs floorplan in Hall 2 moves 57 galleries to new positions – representing the biggest such shift at the show in the last decade. Bringing galleries showing work from 1900 to 1970 in closer proximity to each other, it creates a stronger focus for their outstanding historical material. For the duration of Art Basel, 'DO WE DREAM UNDER THE SAME SKY' by conceptual artist Rirkrit Tiravanija, German architects Nikolaus Hirsch/Michel Müller, Finish chef Antto Melasniemi and students from Basel and Frankfurt (Institute of Art of the FHNW Academy of Art and Design in Basel and the Städelschule in Frankfurt) was installed on Messeplatz in Basel.

Samuel Leuenberger replaces Florence Derieux as curator of the Parcours sector in Basel starting with the 2016 edition.

In July 2015, Art Basel appoints Noah Horowitz who had served as Executive Director of the Armory Show in New York since 2011 as new Director Americas.

The 14th edition of Art Basel in Miami Beach presents 267 leading international galleries from 32 countries and attracts an attendance of 77,000 over five days.

## **2016**

The fourth edition in Hong Kong presents 239 galleries with exhibition spaces in 35 countries and territories and attracted over 70,000 visitors over the five show days. During the show, Art Basel announced its new Art Basel Cities initiative, which will expand its engagement in the art world from staging art fairs to working with cities to develop cultural events with international resonance. The first city to partner on this new initiative with Art Basel is Buenos Aires.

The 47th edition in Basel brings together 286 premier galleries from 33 countries and attracts an attendance of 95,000 across the six show days.

Art Basel in Miami Beach's 15th edition featured 269 world-class galleries from 29 countries. Across the five show days, the fair attracted an attendance of 77,000 visitors.

## **2017**

Art Basel announces for the first time the Art Basel and UBS Global Art Market report, a comprehensive new annual art-market report by renowned cultural economist Clare McAndrew during its show in Hong Kong.

The fifth edition in Hong Kong features 242 premier galleries from 34 countries and the attendance rises to nearly 80,000 – due to the introduction of evening ticket sales and improved crowd control. To coincide with the show, Art Basel presents 'Twenty-Five Minutes Older' with the support of MGM Resorts Arts & Culture, a project by Hong Kong artist Kingsley Ng (b. 1980) that has turned two of the city's iconic public trams into moving camera obscuras. Art Basel also collaborated with Google Arts & Culture to present 'Virtual Frontiers: Artists experimenting with Tilt Brush', featuring works by renowned international artists boychild, Cao Fei, Robin Rhode, Sun Xun and Yang Yongliang.

The 48th edition of Art Basel in Basel brings together 291 premier galleries from 35 countries and attracted an attendance of 95,000. Swiss artist Claudia Comte transformed Basel's Messeplatz with 'NOW I WON', a new monumental outdoor installation taking the form of a fully functioning funfair.

The 16th edition of Art Basel in Miami Beach, which takes place from December 7 to December 10, 2017 and brings together 268 leading international galleries drawn from 32 countries. This year's show introduces a new floorplan and show design, reflecting the improved possibilities provided by the Miami Beach Convention Center's (MBCC) ongoing renovation.

## **2018**

For the second time, the Art Basel and UBS Global Art Market report is published by renowned cultural economist Clare McAndrew.

The sixth edition of Art Basel's show in Hong Kong brings together 248 galleries from 32 countries spanning six continents. The fair again takes place at the Hong Kong Convention and Exhibition Centre (HKCEC), where it attracts an overall attendance of 80,000.

The 49<sup>th</sup> edition of the Art Basel show in Basel brought together 290 premier galleries from 35 countries and attracted an attendance of nearly 95,000. 'Basilea', a Creative Time project commissioned by Art Basel for Messeplatz, was curated by Elvira Dyangani Ose, Senior Curator at Creative Time, and brought together the artists Lara Almarcegui, Isabel Lewis and Santiago Cirugeda-led architecture studio Recetas Urbanas.

The Art Basel Cities Week in Buenos Aires proved to be a unique opportunity for local and international visitors to discover the Buenos Aires' art scene through public art exhibitions, installations, performances and events across the Argentine capital. Under the artistic direction of Cecilia Alemani, the week presented 'Hopscotch (Rayuela)'.

The 17th edition of Art Basel in Miami Beach attracted an attendance across 83 000 visitors, showing 268 premier galleries from 35 countries. With the renovation of the Miami Beach Convention Center (MBCC) completed for this year's fair, exhibitors and visitors alike praised the refined and more spacious layout and design of the show. The newly designed Grand Ballroom at the MBCC allowed Art Basel to host for the first time a large-scale performative installation onsite: Abraham Cruzvillegas' 'Autorreconstrucción: To Insist, to Insist, to Insist...'.<sup>1</sup>

## **2019**

The seventh edition of Art Basel in Hong Kong features 242 premier galleries from 35 countries and territories, with 21 galleries participating in the show for the first time. The fair had a record attendance of 88,000.

Art Basel in Basel brought together 290 premier galleries and attracted collectors from over 80 countries with an overall attendance of 93,000.

Among the fair's most talked-about highlights was 'Aggregate' (2017-2019) by Romanian artist Alexandra Pirici. Conceived as a time capsule, in which fragments from nature,

vernacular culture, art history, and everyday life are given new embodiments, the work was presented on Messeplatz in a purpose-built pavilion designed by Andrei Dinu. Art Basel introduced a sliding-scale pricing model across all its shows, designed to benefit galleries with smaller stands.

In September 2019, Art Basel appoints Alban Fischer, longtime Global Head of Digital Platforms at Art Basel, as the organization's new Director Digital. In his newly created role, Alban oversees all digital initiatives of Art Basel.

The 18<sup>th</sup> edition of Art Basel in Miami Beach brought together 269 premier galleries and attracted an attendance of 81,000. A new sector titled Meridians was launched, which provided a unique platform for galleries and their artists to show work that pushes the boundaries of the traditional art fair layout. Curated by Magalí Arriola, Director of Museo Tamayo, the sector was staged in the new Grand Ballroom of the MBCC, a column-less exhibition space of almost 6,000 square meters (60,000 square feet), and featured 34 new and historical large-scale sculptures, paintings, installations, film and video projections, as well as performances.

During the Art Basel show in Miami Beach, Art Basel Cities: Buenos Aires presented a series of large-scale sculptures by Argentine artists in Collins Park under the curatorial vision of Diana Wechsler and Florencia Battiti

## **2020**

Following the severe outbreak of the novel coronavirus, which had been declared a global health emergency by the World Health Organization, Art Basel had no option but to cancel the 2020 edition of Art Basel Hong Kong.

Art Basel launches the Online Viewing Rooms, the new digital initiative runs 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. 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 were invited to participate at no cost for the first edition.

The inaugural edition of Art Basel's Online Viewing Rooms featured presentations by 235 galleries and more than 2,000 works, attracting more than 250,000 visitors from around the globe. The online platform allowed galleries to meet and engage with new collectors during this challenging time, as well as reconnecting with existing clients.

As a result of the COVID-19 pandemic and its unprecedented impact worldwide, Art Basel decided to postpone its June fair in Basel. However, after extensive analysis of the global situation, Art Basel decided not to hold its Basel show. The fair was scheduled to take place at Messe Basel from September 17 to September 20, 2020, after having previously been postponed from June.

The June edition of Art Basel's Online Viewing Rooms, featured presentations by 282 leading galleries and more than 4,000 works – attracting more than 230,000 visitors from around the globe. Adding further dimensions to the second edition was an events program of over 100 live-streamed talks, gallery-led tours of their presentations, curator tours, as well as digital events staged by galleries from studio visits to performance. The Online Viewing Rooms ran from June 19 to June 26, 2020, with preview days from June 17 to June 19, 2020.

2020 also marks the 50th anniversary of Art Basel, founded in 1970 by three local gallerist, Ernst Beyeler, Trudl Bruckner, and Balz Hilt.

The Art Basel | Year 50 book, reflects on the year 2019, as seen through the eyes of Art Basel. This volume specifically includes an extensive polyphonic timeline that provides textual and visual retrospective insights into the fair's five decades and key editions, mapping and acknowledging its dynamic history and the way it has accompanied globalization and the expansion of the art world. This edition marks the last one in a series of 12000 books.

Art Basel introduced a new Online Viewing Rooms concept, with two freestanding, thematic editions taking place in September and October 2020. Featuring no more than 100 galleries in each edition and

running over the course of four days, this new format gives Art Basel galleries the opportunity to present tightly curated exhibitions drawn from their programs, showing six works simultaneously. Live from September 23 to September 26, "OVR:2020" was dedicated to works made in that year, while "OVR:20c", live from October 28 to October 31, exclusively features works created in the 20th century.

Given the situation regarding the pandemic's impact, which spanned from South Florida to other parts of the country and the world; limitations and uncertainty about the staging of large-scale events; international travel restrictions and bans, as well as quarantine regulations within the United States and internationally, alongside other factors, Art Basel had no other option but to cancel the 2020 edition of Art Basel in Miami Beach.

'OVR: Miami Beach' featured an international lineup of 255 leading galleries from 30 countries and territories across North and South America, as well as Europe, Asia, and Africa – with 26 new participants. Galleries across all levels of the market reported strong and consistent sales over the course of five days of 'OVR: Miami Beach.' Over 2,500 artworks of the highest quality from new works by emerging artists to exceptional Modern highlights were presented on the platform, attracting visitors from around the globe. Art Basel introduced a new design and layout of the platform, allowing collectors to explore the viewing rooms more smoothly and access key information at a glance. A wide range of virtual tours and events hosted by Art Basel and the participating galleries also accompanied 'OVR: Miami Beach'.

As of February 2021