

Art | Basel

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PRESS RELEASE
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Art Basel and Google Arts & Culture to collaborate on virtual reality project for Hong Kong show

Art Basel is delighted to announce a new collaboration with Google Arts & Culture, which will be presented at the upcoming Art Basel show in Hong Kong this month. 'Virtual Frontiers: Artists experimenting with Tilt Brush' is a collaborative presentation of work by renowned international artists boychild, Cao Fei, Robin Rhode, Sun Xun and Yang Yongliang, created with Tilt Brush by Google – a 3D drawing and painting application. Art Basel's Hong Kong show, whose Lead Partner is UBS, takes place at the Hong Kong Convention and Exhibition Centre from March 23 to March 25, 2017.

As part of this collaboration, Art Basel helped select artists whose existing practice made them good candidates to experiment with Tilt Brush, who were then invited by Google Arts & Culture to attend multiday residencies in Beijing and Paris. For the duration of the show, fair visitors will be able to explore five new virtual reality works that were created by artists who worked for the first time with Tilt Brush.

Titled 'Eternal Landscape' (2017), **Yang Yongliang's** work responds to 'Shan Shui', a traditional style of Chinese ink painting that depicts scenery or natural landscapes and is often considered to be one of ancient China's most important contributions to the history of art. 'Eternal Landscape' recreates a traditional Shan Shui landscape in a virtual immersive realm, while trying to preserve the classical aesthetics through a modern replica.

With 'Gusheshe' (2017), which in South African township slang translates to 'go faster' or 'very fast', **Robin Rhode** references the BMW E30, a model that was produced and driven on the streets of the townships of South Africa in the early 1990's, a politically tumultuous time for the country. Rhode took inspiration from the iconic street culture in South Africa and re-imagined 'Gusheshe' animated in a virtual setting. The idea of transforming this car with its many connotations into virtual space can be seen as a way of expressing a certain cultural landscape or code, engineered in a not so distant future.

'The previous life of the Yimatu mountain' (2017) by **Sun Xun** is a portrait of Yimatu, the highest mountain in Fuxin in Liaoning Province, the artist's hometown. It focuses on the way the artist imagines what life around the Yimatu mountain would have been like in the past.

Cao Fei's mixed reality film, titled 'Derivation blurs the virtual and physical worlds' (2017), declares a utopian future where walls and societal restrictions are broken and new conversations and new possibilities emerge.

boychild's 'Untitled: Series of Hand Dances' (2017) is an imagination of space through several improvisational hand dances that were performed over the course of three days in Paris, France.

Marc Spiegler, Art Basel's Global Director: 'This collaboration extends Art Basel's interest in the digital realm and how artists approach this topic on different levels. Virtual Frontiers allows internationally renowned artists to experiment with new technology and to expand their practice into another dimension.'

Freya Murray, Program Manager, Google Arts & Culture: 'It has been a privilege to collaborate with Art Basel and host boychild, Cao Fei, Robin Rhode, Sun Xun and Yang Yongliang in Paris and in Beijing, inviting them to experiment with Tilt Brush by Google. It is exciting to see artists embracing new technology and using it to create new forms of art.'

To coincide with the presentation, Art Basel will also host a dedicated Conversations panel featuring Cao Fei and Yang Yongliang in conversation with Freya Murray, Program Manager, Google Arts & Culture. They will discuss the artists' approach to making art in virtual reality, the impact virtual tools such as Tilt Brush can have on artistic practice and more broadly on the arts in general. The talk will take place at the fair in the auditorium on level 1, at the entrance of Hall 1A of the Hong Kong Convention and Exhibition Centre, on Wednesday, March 22 at 3.30pm.

NOTES TO EDITORS

Viewing information

'Virtual Frontiers: Artists experimenting with Tilt Brush' will be on display in Art Basel's Collectors Lounge during show opening times. The presentation is open to the public with general admission tickets for Art Basel in Hong Kong from 1pm - 2pm on Thursday, Friday and Saturday (March 23, 24, 25), free of charge. Please [click here](#) to register. Spaces are limited and will be allocated on a first-come, first-served basis.

About the artists

boychild is a movement-based performance artist whose work in video and live performance seeks to explore the many unknown questions about the state of the human in the modern world through the display and transformation of the body. Adamant about the individual internal experience of live visual performance, boychild makes a case for how the movement of form can communicate what remains impenetrable in images, and through language. Her performances have been presented at MoMA PS1, the San Francisco Museum of Modern Art, the Museum of Contemporary Art Chicago, Kulturhuset, Stockholm, MOCA Los Angeles, MOMA Warsaw, the Stedelijk Museum Amsterdam, ICA London, Migros Museum für Gegenwartskunst, MACBA, ICA London, the Sydney Biennial and Berghain. boychild has toured with Mykki Blanco, and collaborated with Korakrit Arunanondchai, Wu Tsang, as well as the streetwear label Hood By Air.

Cao Fei (b. 1978, Guangzhou) is one of the most innovative Chinese young artists to have emerged on the international scene. Currently living in Beijing, she mixes social commentary, popular aesthetics, references to Surrealism, and documentary conventions in her films and installations. Her works reflect on the rapid and chaotic changes that are occurring in Chinese society today. Cao Fei's work has been included in international biennales including Shanghai Biennale, Moscow Biennale, Taipei Biennale, 15th and 17th Biennale of Sydney, Istanbul Biennale, Yokohama Triennale, and 50th, 52nd and 56th Venice Biennale. She has shown work at Serpentine Gallery, London, Tate Modern, London, New Museum, Guggenheim Museum, MoMA, New York; Fondation Louis Vuitton, Paris, Palais de Tokyo and Centre Pompidou, Paris. Cao Fei's recent projects of 2016 include her first retrospective at MoMA PS1 (New York) and BMW Art Car #18.

Robin Rhode (b. 1976, Cape Town) lives and works in Berlin. Select exhibitions and performances include: 'PATHS AND FIELDS' at Stevenson, Cape Town, 'Force of Circumstance' at kamel mennour, Paris (2017), 'PRIMITIVES' at Tucci Russo Studio Per L'Arte Contemporanea, Turin (2016), 'Robin Rhode: The Moon is Asleep' at SCAD Museum of Art, Savannah, Georgia (2016), 'Arnold Schönberg's Erwartung - A Performance by Robin Rhode', Times Square, New York City (2015), 'Robin Rhode' at North Carolina Museum of Art, Raleigh (2015), 'Drawing Waves', The Drawing Center, New York City (2015), 'Borne Frieze' at Lehmann Maupin, New York (2015), 'Recycled Matter' at Stevenson Gallery, Johannesburg (2015), 'The Sudden Walk' at Kulturhuset / Stadsteatern Stockholm (2015),

'Anima' at Braverman Gallery, Tel Aviv (2014), 'having been there' at Lehmann Maupin, Hong Kong (2014).

Sun Xun (b. 1980, Fuxin) lives and works in Beijing. He graduated in 2005 from the Print-making Department of the China Academy of Art. In 2006 he established π Animation Studio. Sun Xun has received several notable awards including the Award of Art China (AAC The Award for Young Artist of the Year) in 2014, 'Chinese Contemporary Art Awards (CCAA Best Young Artist)' and 'Taiwan Contemporary Art Link Young Art Award' in 2010 and the Civitella Ranieri Visual Arts Fellowship 2011/ 2012. 2012, his latest wood printing animation film 'Some Actions Which Haven't Been Defined yet in the Revolution' has been nominated by Berlinale Shorts 2012 jury in 62nd Berlin International Film Festival. Recent solo exhibitions include: 'Reconstruction of the Universe', Audemars Piguet Art Commission, Art Basel in Miami Beach (2016); 'Prediction Laboratory', Yuz Museum, Shanghai (2016); 'The Time Vivarium', Sean Kelly, New York (2015); 'Brave New World', Edouard Malingue Gallery, Hong Kong (2014), 'Yesterday Is Tomorrow', Hayward Gallery, London (2014).

Yang Yongliang (b. 1980, Shanghai) trained as a pupil to traditional Chinese painting and calligraphy from his early childhood on and later graduated from the China Academy of Art in Shanghai in 2003, majoring in Visual Communication. Yang Yongliang exploits a connection between traditional art and the contemporary, implementing ancient oriental aesthetics and literati beliefs with modern language and digital technology. Yang Yongliang's work has been exhibited internationally at museums and biennials, such as Ullens Center for Contemporary Art, Beijing (2012), National Gallery of Victoria, Melbourne (2012), Moscow Biennale (2013), Metropolitan Museum of Art New York (2013), Daegu Photo Biennale, Korea (2014), Singapore ArtScience Museum (2014), Modern Art Museum Paris (2015), Kunst und Kultur, Neuried e.V (2015), Fukuoka Asian Art Museum (2015), Somerest House, London (2016, 2013), Art Gallery of New South Wales, Sydney (2016, 2011).

About Google Arts & Culture

Google Arts & Culture is a new, immersive way to experience art, history, culture and world wonders from over a thousand organizations worldwide. Google Arts & Culture has been created by the Google Cultural Institute and it is available for free for everyone on the web, on Android and IOS. Read more [here](#).

About Tilt Brush by Google

Tilt Brush is a virtual reality (VR) app that lets you paint in three-dimensional space. It is available for the Oculus Rift (with Touch) and the HTC Vive.

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. In 2014, Art Basel launched its Crowdfunding Initiative, in collaboration with Kickstarter. This initiative presents jury-selected art projects to potential benefactors, which include Art Basel's vibrant audience and the Kickstarter community. The initiative has catalyzed much-needed support for outstanding non-commercial art projects worldwide and so far has helped pledge over \$1.4 million to creative projects around the world. For Art Basel Cities, launched in 2016, Art Basel is working with selected partner cities to develop vibrant and content-driven programs specific to the individual city. Connecting them to the global art world through Art Basel's expertise and network, Art Basel Cities supports its partners to develop their unique cultural landscape. For further information please visit artbasel.com.

Partners

UBS, global Lead Partner of Art Basel, has supported the organization for more than 20 years. As Art Basel's global network expanded, UBS increased its lead partnership to include all three shows: Basel, Miami Beach and Hong Kong. In addition, UBS has a long and substantial record of engagement in contemporary art: as a holder of one of the world's most distinguished corporate art collections, as an active partner in global contemporary art projects such as the Guggenheim UBS MAP Global Art Initiative, and as a source of information and insights through the UBS Art Competence Center, UBS Arts Forum and its new contemporary art news-focused app, 'Planet Art'.

Art Basel's Associate Partners are Davidoff Art Initiative which encompasses residencies, art dialogs and grants and Audemars Piguet – the independent high-end watch manufacturer, whose expanding activities in contemporary art include the Audemars Piguet Art Commission. As the Official Automotive Partner, BMW, the renowned car manufacturer, has co-developed with Art Basel the BMW Art Journey, enabling the winning artist to design a journey of creative discovery. Art Basel is supported globally by Ruinart as Official Champagne Partner and Sennheiser as Official Audio Partner.

Additionally, Art Basel's show in Hong Kong has partnerships with MGM Resorts Art & Culture, Swire Properties, Swiss International Air Lines 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)

Tuesday, March 21, 2017, 3pm to 8pm

Wednesday, March 22, 2017, 1pm to 5pm

Vernissage

Wednesday, March 22, 2017, 5pm to 9pm

Public Days

Thursday, March 23, 2017, 1pm to 8pm

Friday, March 24, 2017, 1pm to 9pm

Saturday, March 25, 2017, 11am to 6pm

Press accreditation:

Online registration for press accreditation is now open. Please visit artbasel.com/accreditation.

Upcoming Art Basel shows

Hong Kong, March 23-25, 2017

Basel, June 15-18, 2017

Miami Beach, December 7-10, 2017

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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