
PRESS RELEASE

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Art Basel Cities: Buenos Aires will be the first partner city for new Art Basel initiative

Art Basel announced today that it will partner with the city of Buenos Aires for its Art Basel Cities initiative. Together with the city, Art Basel will develop and host a vibrant and content-driven program of events. Carefully curated with Art Basel, these events will celebrate the local art scene and build lasting relationships between Buenos Aires and the international art world. The program, which commences in late 2017, will be mutually enriching in the sense that it will bring world-class programming to Buenos Aires and will spotlight the city's rich cultural scene for the international art world. Buenos Aires is committed to further establishing itself internationally as a leading arts destination, and the partnership will enable the city to draw upon Art Basel's knowledge and network.

A gateway into Latin America, Buenos Aires has historically been at the forefront of innovative thinking. Buenos Aires' avant-garde tradition has been the basis of its cultural wealth – from fashion and literature to design, architecture and art. Today, it boasts a lively and vibrant art scene with more than 80 art galleries, and an array of world-renowned art museums and public collections. In the last few years Buenos Aires has brought to life an ambitious development project of a new art and design district in La Boca and Barracas, which has enhanced the city and created many artistic opportunities for the local communities.

Launched in March 2016, Art Basel Cities is a new initiative that expands Art Basel's engagement in the art world. Going beyond the staging of art fairs and into working directly with cities and government bodies, Art Basel Cities will develop high-profile cultural events with international resonance. In addition to hosting a unique art program in the partner city, this initiative will bring projects from the city to the Art Basel shows, providing Buenos Aires with additional opportunities to engage with Art Basel's international audience.

'This represents a major milestone for Art Basel,' said **Marc Spiegler**, Art Basel's Global Director. 'The partnership will be the first example of Art Basel's commitment to making further use of its significant experience in staging premier art events beyond the fairs. We aim to engage with cities, like Buenos Aires, which already have fascinating and multi-layered cultural scenes and are interested in amplifying their own commitment to arts and culture even further.'

The Mayor of Buenos Aires, **Horacio Rodríguez Larreta** said: 'Art has been one of the historical pillars of the city of Buenos Aires, and that is why we proudly celebrate that one of the most important names in the art world, on an international level, has chosen to work with Buenos Aires as the first city to become part of its new Art Basel Cities initiative.'

'We are delighted to be entering a partnership with Buenos Aires, and we cannot wait to work with the local institutions in the city' said **Patrick Foret**, Art Basel's Director of Business Initiatives, who is spearheading this initiative. 'Since announcing the launch of Art Basel Cities in March 2016, we have engaged in many conversations with great cities around the world. We are hugely excited to present Buenos Aires as our first city partner and the only one in South America. Through this partnership we want to celebrate what

Buenos Aires has to offer and its even greater potential as an international cultural destination.'

Over the coming months, Art Basel and the city of Buenos Aires will work on designing a bespoke program, the first part of which will be hosted in the city in late 2017. The program will take into account the city's current cultural landscape, programming, infrastructure, and resources, and how they align with its urban and economic vision.

NOTES TO EDITORS

About Buenos Aires

With three million inhabitants working and living in the city, spreading over 203 km², Buenos Aires profits from a very active cultural agenda with an array of world-renowned museums, public collections, theatres, libraries and exhibition spaces in the heart of the city. It boasts a very lively and vibrant art scene with more than 80 art galleries. In the last few years Buenos Aires has brought to life an ambitious development project of a new art and design district in La Boca and Barracas, which has enhanced the city and created many artistic opportunities for the local communities.

About Art Basel

Art Basel stages the world's premier art shows for Modern and contemporary works, 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. In addition to ambitious stands featuring leading galleries from around the globe, each show's singular exhibition sectors spotlight the latest developments in the visual arts, offering visitors new ideas and new inspiration. For further information please visit artbasel.com/about/projects

About Art Basel Cities

Art Basel Cities is a new initiative that expands Art Basel's engagement in the art world from staging art fairs to working with cities to develop cultural events with international resonance, offering the art world new opportunities to discover and engage with cultural scenes across the world. It will include working with selected partner cities to develop vibrant and content-driven programs specific to the city, connecting them to the global art world through Art Basel's broad network, and helping cities to develop their unique cultural landscape. The program will also bring projects from partner cities back to the Art Basel shows, providing them with additional platforms to engage with Art Basel's international audience. For further information on Art Basel Cities, please visit artbasel.com/cities

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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 and Art Basel Cities.

For the latest updates on Art Basel and the Art Basel Cities program, visit artbasel.com, find us on Facebook at facebook.com/artbasel or follow @artbasel on Instagram, Google+, Twitter, Weibo and Wechat.

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