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## PRESS RELEASE

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### **Art Basel Cities: Art Basel launches new initiative**

**Art Basel today announced its new Art Basel Cities initiative, which will expand Art Basel's engagement in the art world from staging art fairs to working with cities to develop cultural events with international resonance. Art Basel Cities will offer the art world new opportunities to discover and engage with cultural scenes across the world. As part of this initiative, Art Basel will work 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 network.**

Art Basel will use its expertise, network, and communication channels to support cities in developing their individual cultural landscape. In addition to hosting unique art events in the partner cities, the program will bring projects from these cities back to the Art Basel shows, providing them with additional platforms to engage with Art Basel's international audience.

Art Basel aims to work with cities that have either an emerging or an already established cultural scene and a strong commitment to establishing themselves internationally as a cultural destination. A newly formed advisory board, consisting of prominent art world figures with expertise across various disciplines, will work alongside Art Basel's Director of Business Initiatives, **Patrick Foret**, to develop this new strategic initiative. Members of the board include: **David Adjaye, Füsün Eczacıbaşı, Richard Florida, Jacques Herzog, Sam Keller, William Lim, Simon Mordant AM, Lars Nittve, Anne Pasternak, Patrizia Sandretto Re Rebaudengo, Dennis Scholl, Uli Sigg** and **Michael Tay**.

Previously Head of Sponsorship for Art Basel, Patrick Foret played a key role in shaping partnerships to produce meaningful and valuable contributions to the art world, such as the BMW Art Journey and the Davidoff Arts Initiative. He was also the lead figure behind the creation and successful launch of Art Basel's crowdfunding initiative with Kickstarter, the first opportunity for Art Basel to contribute on a large scale to the wider art world beyond its three shows. Through this initiative, Art Basel has helped support grassroots organizations across the art world by endorsing selected non-profit cultural institutions and giving them global exposure. Art Basel's Crowdfunding initiative with Kickstarter has raised nearly \$800,000 USD from over 5,000 backers since it launched in 2014, funding 34 projects from a diverse range of locations around the world including Detroit, USA; Kabul, Afghanistan; Lagos, Nigeria; Mexico City, Mexico; Port-au Prince, Haiti; Rio de Janeiro, Brazil; San José, Costa Rica and Vancouver, Canada.

Once Art Basel has decided to collaborate with a city, there will be a consultative process with key stakeholders from the local art scene as part of an in-depth audit of the city's cultural assets, infrastructure, and resources, and how they align with its urban, economic and cultural development vision. As part of the audit process, Art Basel will work with global advisory firm Creative Class Group, founded by urbanist Richard Florida.

'Art Basel has significant experience in staging premier art events', said Patrick Foret, Art Basel's Director of Business Initiatives. 'We are excited to bring our expertise and network to new partner cities, and to work with them to amplify their commitment to arts and culture.'

In addition to the cultural impact, Art Basel Cities has the potential to positively affect the economies of partner cities. In Miami Beach, for example, an estimated total of \$500 million USD in economic impact has been measured during the week of the show as a

result of Art Basel's presence in the city. Art Basel's show in Miami Beach has widely been acknowledged to have been one of the catalysts for this cultural renaissance in South Florida. The Mayor of Miami Beach, Philip Levine, has stated that: 'Since Art Basel launched there 14 years ago, Miami Beach and its neighboring cities have seen the number of art galleries grow from 6 to over 130, with the opening of several world-class private and public museums, and the development of two new arts districts.'

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## NOTES TO EDITORS

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### **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/cities](http://artbasel.com/cities)

### **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, supporting all three shows, are Davidoff – the prestigious Swiss cigar brand, whose Davidoff Art Initiative encompasses residencies, art dialogs and grants; Audemars Piguet – the independent high-end watch manufacturer, whose expanding activities in contemporary art include the Audemars Piguet Art Commission; and NetJets – the world leader in private aviation. 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. Additionally, Art Basel is supported globally by Ruinart, Official Champagne Partner, and Sennheiser, Official Audio Partner. Art Basel's Media Partner is The Financial Times. For further information about partnerships, please visit [artbasel.com/partners](http://artbasel.com/partners).

### **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/about/projects](http://artbasel.com/about/projects)

### **Art Basel Cities Advisory Board**

David Adjaye  
Füsün Eczacıbaşı  
Richard Florida  
Jacques Herzog  
Sam Keller  
William Lim

Simon Mordant AM  
Lars Nittve  
Anne Pasternak  
Patrizia Sandretto Re Rebaudengo  
Dennis Scholl  
Uli Sigg  
Michael Tay

#### **About Creative Class Group**

The Creative Class Group, founded by urbanist Richard Florida, is a global advisory firm composed of expert researchers, academics, and business strategists. Their proprietary data and research, gives companies and regions leading insights to achieve growth and prosperity.

‘Cities have powered innovation, creativity and economic progress for centuries. Today, arts, culture and creativity are more important than ever, being a core driver of innovation and economic growth. I have no doubt that Art Basel Cities will help cities around the world leverage their arts and cultural assets to foster a broader shared prosperity’ said Professor Richard Florida, author of Rise of the Creative Class.

#### **Media information online**

Media information and images can be downloaded directly from [artbasel.com/press](http://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](http://artbasel.com), find us on Facebook at [facebook.com/artbasel](https://facebook.com/artbasel) or follow @artbasel on Instagram, Google+, Twitter, Weibo and Wechat.

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