
PRESS RELEASE
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Art Basel and UBS celebrate 30 years of Partnership

The Art Basel and UBS collaboration marks one of the art world's longest and most enduring corporate partnerships. In celebration, artist Petrit Halilaj will take over the façade of the former Hotel Merian, the work will be on view to inspire new narratives and horizons.

Art Basel and its Global Lead Partner UBS, are celebrating the 30-year anniversary of their partnership, marking one of the longest corporate partnerships in the art world. Over three successful decades, the partnership has grown significantly.

In 1994, **Pipilotti Rist** and **Enrique Fontanilles** became the first recipients of the Video Art Prize endowed by Art Basel's main partner, the Swiss Bank Corporation, which later merged with the Union Bank of Switzerland to become UBS. This marked the beginning of what would become a longstanding relationship between the leading art fair and the financial institution. In 2000, the partnership extended to include Art Basel's then launched Unlimited exhibition platform, Art Basel's pioneering exhibition platform for projects that transcend the classical art fair booth format.

Over the past two decades Art Basel expanded its presence spanning across three different continents and four shows; in 2002 Art Basel Miami Beach was launched followed by Art Basel Hong Kong in 2013. This paved the path of UBS assuming its current role as Global Lead Partner of Art Basel. They have also jointly contributed to the insightful conversations around the art market since 2017, through the development of the Art Basel and UBS Global Art Market Report and Survey of Global Collecting authored by cultural economist Dr. Clare McAndrew.

To celebrate this significant milestone of the 30-year anniversary, UBS and Art Basel will co-present a special public commission by **Petrit Halilaj**, whose work is part represented in the UBS Art Collection. Installed on the façade of the former Hotel Merian in Basel *When the sun goes away we paint the sky* will be visible during the day and illuminated at night. Originally installed at the Grand Hotel Prishtina for Manifesta 14, this dancing constellation transforms darkened symbols of historical decline into radiant and poetic calls for collective hope toward the future. Opening in conjunction with Art Basel, the work will be on view throughout the fair week to inspire new narratives and horizons.

Noah Horowitz, CEO of Art Basel, says: 'Since 1994, our partnership with UBS has grown resoundingly into a dynamic collaboration that unites the global art ecosystem. Together, UBS and Art Basel have shaped art world conversations, bringing the latest art market insights and analysis to collectors, galleries and art professionals around the world. This is an extraordinary legacy to reflect on – one which has empowered artists and connected and inspired audiences across the globe for thirty years and counting.'

Christl Novakovic, Head of Wealth Management EMEA, and Chair of the UBS Art Board, says: '2024 marks a special year for us celebrating a staggering 30 years as Lead Partner of

Art Basel in Basel. We are proud to have nurtured such a long-standing collaboration which continues to flourish and create impact today, pushing our collective craft forward.'

NOTES TO EDITORS

This image is available for download in our press images section [here](#). Note that it is mandatory to include the caption and credits when using the image.



30/5/2024. Basel, Switzerland. Maike Cruse, Director of Art Basel in Basel, and Oliver Zwemmer, Head of Wealth Management in Basel at UBS, celebrate 30 years of partnership in front of Petrit Halilaj's co-commissioned artwork 'When the sun goes away we paint the sky' installed on the façade of the former Hotel Merian, Basel. Photo credit: Peter Macdiarmid.

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, Hong Kong, and Paris. 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 new digital platforms and initiatives such as *The Art Basel and UBS Global Art Market Report*. Art Basel's Global Media Partner is the *Financial Times*. For further information, please visit artbasel.com.

About UBS & Contemporary Art

Global Lead Partner of Art Basel, UBS has a long history of supporting contemporary art and artists. The firm has one of the world's most important corporate art collections. UBS seeks to advance the international conversation about the art market through its global lead partnership with Art Basel, and as co-publisher of the 'Art Basel and UBS Global Art Market Report' and the 'Art Basel and UBS Survey of Global Collecting'. UBS also supports some of the world's most important arts institutions, events, and fairs. Through UBS Art Advisory & Collecting, UBS provides UHNW clients and their family offices impartial advice and

execution services across the whole lifecycle of a collection, from strategic development and governance to making an impact through cultural philanthropy and the transition of collections into the next generation.

About UBS

UBS is a leading and truly global wealth manager and the leading universal bank in Switzerland. It also provides diversified asset management solutions and focused investment banking capabilities. With the acquisition of Credit Suisse, UBS manages 5.5 trillion dollars of invested assets as per second quarter 2023. UBS helps clients achieve their financial goals through personalized advice, solutions and products. Headquartered in Zurich, Switzerland, the firm is operating in more than 50 markets around the globe. UBS Group shares are listed on the SIX Swiss Exchange and the New York Stock Exchange (NYSE).

About Petrit Halilaj

Petrit Halilaj (b. 1986 in Kostërrc, Kosovo) understands exhibitions as a way to alter the course of personal and collective histories, creating complex worlds that claim space for freedom, desire, intimacy, and identity. His work is deeply connected to the recent history of his native country Kosovo and the consequences of cultural and political tensions in the region, which he often takes as a starting point for igniting countercurrent poetics for the future. Rooted in his biography, the projects encompass a variety of media, including sculpture, drawing, painting, text, and performance. Often incorporating materials from Kosovo and manifesting as ambitious spatial installations, his work transposes personal relationships, places, and people into sculptural forms. Halilaj's practice can be seen as a playful and, at times, irreverent attempt to resist oppressive politics and social norms towards an untamed celebration of all forms of connectedness and freedom. In April 2024 Halilaj presented a site-specific installation for the Met Rooftop Garden Commission in New York. In November 2023, the exhibition Petrit Halilaj: Runik opened at Tamayo Museum, Mexico, and since December 2023 his work is on view at the NGV Triennial in Melbourne, Australia. In 2022 he took part in Manifesta 14 in Pristina, Kosovo with a large-scale public art work that is now on permanent display in the city. In 2021, Tate St Ives presented his solo exhibition Very volcanic over this green feather. Halilaj represented Kosovo at its first national pavilion at the 55th Venice Biennale in 2013. He lives and works between Germany, Kosovo and Italy.

Important Dates for Media

Press accreditation

Online registration for press accreditation for our show in Basel will open in April. For further information, please visit artbasel.com/accreditation.

Upcoming Art Basel shows:

Hong Kong, March 28–30, 2024

Basel, June 13–16, 2024

Paris+ par Art Basel, October 18-20, 2024

Miami Beach, December 6–8, 2024

Media information online

Media information and images can be downloaded directly from artbasel.com/press.

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