

16 June 2015

News Release

UBS celebrates Art Basel in Basel 2015

Presentation in the UBS VIP Lounge of nearly 30 works by Lucian Freud from the UBS Art Collection, in collaboration with the Louisiana Museum of Modern Art in Denmark.

Public presence in Hall 1 for 'Planet Art', UBS's mobile app for contemporary art news.

Zurich/Basel, 16 June 2015 – UBS, global Lead Partner of Art Basel, celebrates the opening of Art Basel in Basel with several initiatives that underscore the company's longstanding international support of contemporary art.

At this year's edition of the Basel show UBS has partnered with the Louisiana Museum of Modern Art in Denmark to present a special installation of works by Lucian Freud from the UBS Art Collection. On view in the company's VIP Lounge, *Lucian Freud: A Closer Look* previews the museum's forthcoming exhibition *Louisiana on Paper: Lucian Freud*.

Additionally, UBS continues to promote its iPhone and iPad app, "Planet Art," that delivers news and information on contemporary art from nearly 100 sources worldwide. The app tracks real-time trends in the media and allows users to customize a stream of information by tagging specific artists, locations, events and institutions.

"Our longstanding partnership with Art Basel furthers the interest we share with our clients in collecting art, and enables us to provide them with access to today's most important galleries and artists," stated Jürg Zeltner, President, Wealth Management, UBS AG. "We are honored to share our own collection during the art fair by presenting a large group of works from one of the great painters of his generation, Lucian Freud. And by partnering with the Louisiana Museum we can highlight our partnership with one of Europe's finest museums."

UBS Art Collection – Lucian Freud

Lucian Freud: A Closer Look features nearly 30 etchings, works on paper and paintings that have been drawn entirely from the UBS Art Collection and curated by Anders Kold, Curator & Head of Acquisitions of the Louisiana Museum. These works and others by Lucian Freud (1922-2011) from the collection will make up the museum's upcoming works on paper exhibition, *Louisiana on Paper: Lucian Freud*, which opens in Humlebæk, Denmark on 3 September and remains on view through 29 November, 2015.

Widely recognized as one of the most important corporate contemporary art collections in the world, the UBS Art Collection consists of more than 30,000 objects and includes thousands of contemporary works (paintings, photographs, drawings, prints, video art and sculptures) by artists ranging from emerging talents to some of the most important artists of the last fifty years. Works from the collection are installed in roughly 837 UBS locations in 56 countries around the world. UBS regularly makes individual loans of works from its

collection to museums around the world and it strives to make contemporary art accessible to broad audiences, including employees, community partners and the public at large.

From 17 June through 4 October, 2015, *Don't Shoot the Painter. Paintings from the UBS Art Collection*, curated by Francesco Bonami, will be on view at the Galleria d'Arte Moderna in Milan, Italy (GAM). The exhibition, one of the largest to be organized to date, features more than 100 works from the UBS Art Collection by artists including John Baldessari, Jean Michel Basquiat, Francesco Clemente, Fischli/Weiss, Gilbert & George, Katharina Grosse, Damien Hirst, Gerhard Richter, Hiroshi Sugimoto and Christopher Wool, among others.

UBS Planet Art

This year during the fair in Basel visitors can download Planet Art and support Art Basel's crowdfunding Initiative. From 15 – 30 June 2015, users can select one of four projects and UBS will make a 10 CHF pledge for each selection. The campaign will support projects from institutions including the Swiss Institute, ACRE, MOCAD and the land foundation.

Planet Art is a free iPhone and iPad app that aggregates contemporary art news from nearly 100 international sources. The first-of-its-kind app relies on a unique algorithm to analyze and index thousands of articles and millions of data points in real time. The content stream presents an objective view of the art media and can be customized to follow news on favorite artists, galleries, institutions and locations.

UBS & Art Basel

UBS is global Lead Partner of Art Basel and all three shows, a relationship that first began in 1994 with the Basel edition. In 1999, the partnership was extended to Art Basel's Unlimited and, in 2002, to Art Basel in Miami Beach. In 2014, UBS became partner of Art Basel in Hong Kong.

Links

www.ubs.com/art

www.ubs.com/PlanetArt

www.twitter.com/ubsglobalart

UBS Group AG

Media contact

Polskin Arts & Communications Counselors

Amy Wentz, Senior Vice President

Office: +1 212 715 1551 / Mobile: +1 917 374 8765 / wentza@finnpartners.com

UBS

Switzerland: +41-44-234 85 00

UK: +44-207-567 47 14

Americas: +1-212-882 58 57

APAC: +852-297-1 82 00

www.ubs.com