

7 February 2018

# News Release

## **UBS marks four years of supporting 21,39 Jeddah Arts**

**UBS, the world's largest wealth manager, holder of one of the largest corporate collections of contemporary art and a longstanding supporter of arts and culture, today announced its engagement for the fourth year as main sponsor of 21,39 Jeddah Arts.**

Dubai, 7 February 2018 – The partnership between UBS and the Saudi Art Council over the past four years has showcased the kingdom's splendid and rich culture from past to present. "We share a passion with our clients and all art enthusiasts to participate in the dynamic world of contemporary art, and to actively support collecting activity," said Ali Janoudi, Head WM Central & Eastern Europe, Middle East & Africa, France & Benelux Intl. at UBS and Vice Chairman of the Board, UBS Saudi Arabia. "This year's theme 'Refusing to be still' is one that particularly resonates with us and our clients as we seek continuous dialogue with the evolving world around us."

UBS will present a comprehensive program of public and client activities during the show, beginning with a guided media tour and interview time in the UBS Lounge with the renowned curator of the exhibition during the evening of 7 February.

This year Vassilis Oikonomopoulos from the Tate Modern has been invited by the Saudi Art Council to curate the exhibition. It brings together 30 artists, including Abdelkarim Qassem, Abdulaziz Al Rashedi, Nasser Al Salem, Emy Kat, Filwa Nazer and Aya Haidar. Vassilis explains this year's theme thus: "The generation of ideas, concepts and artistic forms is an endless negotiation and a continuous dialogue. Like an evolving reality, artistic practices are constantly transforming, refusing to stand still and become permanent. In a fast-forming landscape of events, which characterizes the contemporary moment in Saudi, the fifth edition of 21,39 investigates the multifaceted practices that emerge in this continuously active landscape."

UBS supports other art initiatives across the region, such as Shara Art Fair in association with the Saudi Art Council, and has one of the world's largest corporate collections of contemporary art, with over 30,000 artworks. UBS has been an active contemporary art collector since the 1960s and has a long and substantial record of contemporary art patronage.

REFUSING TO BE STILL

87 DAYS OF ART PRESENTED BY THE SAUDI ART COUNCIL

**[21,39]– Jeddah, Saudi Arabia / February 7th to May 5th 2018**

**UBS and Contemporary Art**

UBS actively enables clients and audiences to participate in the international conversation about art and the global art market through its global lead partnership with Art Basel and the firm's collaboration with the Solomon R. Guggenheim Museum on the Guggenheim UBS MAP Global Art Initiative. These activities are complemented by partnerships with fine art institutions including the Fondation Beyeler in Switzerland, Galleria d'Arte Moderna in Milan, the Nouveau Musée National de Monaco, the Louisiana Museum of Modern Art in Denmark, the Deichtorhallen in Hamburg, Museo del Palacio de Bellas Artes in Mexico City and the Art Gallery of New South Wales in Sydney, Australia.

UBS provides its clients thoughtful insight and guidance on art and collecting and co-presents the Art Basel and UBS Global Art Market Report. The UBS Art Competence Center provides expert know-how and independent advice on art-related matters. The UBS Arts Forum convenes and connects exceptional people in the art world, providing thought leadership at the cutting edge of contemporary art. For more information about UBS's commitment to contemporary art, visit [ubs.com/art](http://ubs.com/art).

**UBS Group AG**

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