

# Contemporary Art at UBS

## Factsheet

UBS believes that contemporary art challenges us, providing insight into our society. It embodies the spirit that our firm stands for: questioning the status quo and exploring global perspectives and innovative thinking.

UBS has a history of supporting cultural endeavors across the world and continues to use contemporary art to bring together ideas, inspiration, and opinion to shape richer lives. At the core of this commitment is the UBS Art Collection, one of the most distinguished corporate art collections with more than 30,000 works created by artists from all parts of the world.

The firm 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 leading museums around the world, as well as through other art sponsorship activities.

UBS provides its clients with thoughtful insight and guidance on art and collecting through the Art Basel and UBS Global Art Market Report and the Survey of Global Collecting, authored by Clare McAndrew.

### UBS Art Collection

The UBS Art Collection is considered one of the most important corporate collections of contemporary art in the world. It currently includes more than 30,000 paintings, works on paper, photographs, sculptures, videos, and installations. Most of these works are displayed in UBS offices around the world, serving as an inspiration for employees and a platform for dialogue with clients and the public.

UBS continues to grow its holdings through acquiring works from around the world in accordance with the geographical reach of its business. UBS also actively supports artists and galleries and lends works to major art museums and cultural institutions for public exhibitions.

To make more works available to the public, in 2019 UBS launched the UBS Art Gallery in its New York headquarters at 1285 Avenue of the Americas, featuring permanent artworks from the Collection and special rotating exhibitions. Currently on display is *Lucian Freud: Works from the UBS Art Collection*.

The UBS Art Collection's latest publication *Reimagining: New Perspectives* (2022), published by Monacelli Press (Phaidon), features more than 120 recent acquisitions which address the developments affecting our society, including environmental, social and technological movements. The book includes an introduction by Mary Rozell, Global Head UBS Art Collection.

### Art Sponsorship Activities

2024 marks UBS' 30<sup>th</sup> anniversary as Lead Partner of Art Basel in Basel since 1994. Over the years, this partnership has expanded to include sponsorship of Art Basel in Miami Beach since its inception in 2002 and Art Basel Hong Kong since 2014, establishing UBS as Global Lead Partner of Art Basel. Additionally, UBS has sponsored important regional art fairs such as Taipei Dangdai, ART SG in Singapore and West Bund Art & Design in Shanghai.

Each year, UBS and Art Basel co-publish the Art Market Report, a comprehensive and macro-level analysis of today's international art market, and the Survey of Global Collecting, authored by Clare McAndrew.

Other partnerships with institutions globally include the Fondation Beyeler in Switzerland and the Art Gallery of New South Wales in Australia.



### **UBS Art Advisory**

UBS views collections as exceptional passion assets that should be considered within the context of a collector's or collecting family's overall wealth, necessitating a bespoke approach.

As part of UBS Global Wealth Management, UBS Art Advisory offers clients expertise, impartial advice, and selective execution services throughout the life cycle of a collection. This includes formulating strategy, developing and reviewing governance and operational setups, and ensuring the collection is future-proof for the benefit of the principals, their heirs, or in a broader cultural philanthropy context.

### **UBS Collectors Circle**

UBS shares its passion for art and collecting with a global community of clients. In 2015, UBS developed the Global Philanthropists Community, which, with over 400 members, is now the world's largest private network exclusively for philanthropists. Following its success and in response to client interest, UBS established the Collectors Circle, a global community for major art collectors and cultural philanthropists who are passionate about sharing their knowledge, experience, and collecting journey with peers.

### **More information on**

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