



## Artsy and UBS partner on film series unlocking the 56th International Art Exhibition of la Biennale di Venezia

*“Behind the Biennale,” in two parts, will debut in early May*

*New York, April 29, 2015:* **Artsy** and **UBS** announce their collaboration on a series of short films to lift the veil on one of this year’s most important cultural events, the 56th International Art Exhibition of la Biennale di Venezia, for a wider audience. Created for everyone interested in the Venice Biennale, from those who will view it in person to the vast majority who will “visit” from their computers and mobile phones, the films will tell stories through the perspectives of the many personalities the Biennale has touched — from curators, artists, and other art-world insiders to locals on the ground in Venice.

The first part to the series, directed by **Oscar Boyson**, will address the history and relevance of the Biennale and will be released on [Artsy.net](#) as well as [UBS’ contemporary art film portal](#) in early May. A following series, filmed during the Biennale’s opening days and directed by **Poppy de Villeneuve**, will offer intimate vignettes, to be released over the months the international art exhibition and related events are on view to the public. These films will build a picture of the Biennale through a tapestry of personal anecdotes, memories, and experiences.

In addition to the film series, Artsy will publish in-depth editorial coverage of the Venice Biennale, as a place to explore and learn about the national pavilions, *All the World’s Futures* curated by Okwui Enwezor, and collateral events around the city of Venice.

“Artsy’s mission is to make art accessible and engaging for a broad, global audience, and to be a comprehensive resource for every art lover, whether a student or seasoned art collector,” says **Marina Cashdan**, Editorial Director of Artsy. “We’re thrilled to be working with UBS, a longtime supporter of contemporary art, to document the stories behind the Biennale that we intend to be a reference point on the event for years to come.”

“Artsy’s goals of education and accessibility in the art world mirror our desire to help UBS clients and the art world at large navigate the growing and often complex landscape of art information,” says **John Mathews**, Head, Private Wealth Management for UBS Wealth Management Americas. “Partnerships such as this film series and our own contemporary art news app, [Planet Art](#), allow us to offer broader audiences access to events such as the Biennale that they may not have otherwise had a chance to explore and enjoy.”

## ARTSY AND UBS PARTNER ON VENICE BIENNALE FILM SERIES

*Oscar Boyson, director of “Behind the Biennale,” part one, is a film producer and director born and raised in Maine. As producer his projects include “The Neistat Brothers” for HBO; “Frances Ha;” and the upcoming films “Mistress America” and “Heaven Knows What.” As director, his work includes music videos and short films, most recently “Muneera,” produced in conjunction with the Venice Biennale di Architettura in 2014.*

*Poppy de Villeneuve, director of “Behind the Biennale,” part two, began her career in London photographing luminaries such as William Eggleston, Terry Gilliam, John Waters, Carrie Mulligan, and Mike Figgis for publications such as The Guardian Magazine, ArtReview, British Vogue, and Esquire. In 2007 she moved to New York and started making films, having since worked with numerous international brands, musicians, and designers as well as with the Brooklyn Academy of Music (BAM), on two music/film collaborations, and with The New York Times on the fiction series “The Park” and the documentary series “What Made Me.” Her critically-acclaimed short film “Rockaway Needs Us,” co-directed with Alex Braverman, documented the devastation of Hurricane Sandy. Poppy’s work fosters an environment for honest storytelling, mining individuals’ experiences for both struggles and achievements that can act as a guide and inspiration for the audience.*

### **About Artsy**

Artsy is the leading resource for learning about and collecting art from over 3,000 leading galleries, 450 museums and institutions, 40 international art fairs, and select auctions. Artsy provides free access via its website (Artsy.net) and iPhone app to 250,000 images of art and architecture by 40,000 artists, which includes the world’s largest online database of contemporary art. Artsy’s encyclopedic database spans historical works, such as the [Rosetta Stone](#) and [the Colosseum](#), to modern and contemporary works by artists such as [Pablo Picasso](#), [Willem de Kooning](#), [Richard Serra](#), [Lucien Smith](#), [Sarah Lucas](#), and [Cindy Sherman](#). Powered by The Art Genome Project, a classification system that maps the connections between artists and artworks, Artsy fosters new generations of art lovers, museum-goers, patrons, and collectors.

### **About UBS and Contemporary Art**

UBS’s long and substantial record of patronage in contemporary art actively enables clients and audiences to participate in the international conversation about art and the global art market through the firm’s contemporary art platform. UBS’s extensive roster of contemporary art initiatives and programs include: the UBS Art Collection, one of the world’s largest and most important corporate collections of contemporary art; the firm’s long-term global support for the premier international Art Basel shows in Basel, Miami Beach and Hong Kong, for which UBS serves as global Lead Partner; and a collaboration with the Solomon R. Guggenheim Museum and Foundation on the Guggenheim UBS MAP Global Art Initiative. These activities are complemented by a number of regional 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 in Denmark and the Art Gallery of New South Wales in Sydney, Australia. UBS also provides its clients with insight into the contemporary art world through the new and free iPad and iPhone app Planet Art, the UBS Art Competence Center and the UBS Arts Forum. For more information about UBS’s commitment to contemporary art, visit: <http://www.ubs.com/art>

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### **About UBS**

UBS draws on its over 150-year heritage to serve private, institutional and corporate clients worldwide, as well as retail clients in Switzerland. Its business strategy is centered on its pre-eminent global wealth management businesses and its leading universal bank in Switzerland, complemented by its Global Asset Management business and its Investment Bank, with a focus on capital efficiency and businesses that offer a superior structural growth and profitability outlook.

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