



## Artsy and UBS release multimedia feature “The Year in Art,” recapping 2015’s major art trends, news, and events

The multi-part feature is informed by data from Artsy’s platform and the UBS Planet Art app

*December 16, 2015—New York, NY—* **Artsy** and **UBS** launched today a dynamic multimedia experience presenting the year’s most influential artists, exhibitions, geographic hubs, and events, which goes live today on Artsy.net and Artsy’s iPhone and iPad apps. Designed to be an accessible and shareable way to understand the year in art in a grasp, the feature highlights themes that tie the art world to the greater world. This is the second iteration of Artsy and UBS’s ongoing partnership, following their collaboration on a series of short films about the 56th International Art Exhibition of la Biennale di Venezia earlier this year.

Presented as a single narrative, “[The Year in Art](#)” weaves together topics through a waterfall effect of videos, text, moving graphics, photographic portraits, an interactive map, and illustrations by **Rebecca Strickson**. By scrolling through the feature, viewers actively explore how the art world transformed in 2015—and how those transformations reflected social, cultural, and political shifts at large. The feature is intended to serve as a touchstone on the art world in 2015, now and as a source of reference in years to come.

Articles announcing the “[Top 10 Living Artists of 2015](#),” “[Contemporary Art’s Most Influential Cities of 2015](#),” and “[Top 16 Emerging Artists to Watch in 2016](#),” among other headlines, are informed by analytics data culled from Artsy’s desktop and mobile platform and the UBS Planet Art iOS app (an aggregator of contemporary art news) that was then filtered through expert perspectives. Data gleaned from Artsy indicates how often users view and follow each of the 50,000 artists in Artsy’s database and inquire on his or her artworks for sale on the platform. Similarly, analytics specialists sourced more than 150,000 articles from nearly 70 outlets published on Planet Art over the course of 2015 to determine how often specific artists, institutions, exhibitions, countries, and cities were mentioned in a broad range of news outlets. Prominent curators, collectors, academics and critics including **Michael Auping**, **Kelly Baum**, **Elena Filipovic**, **Mia Locks**, and **Anita Zabłudowicz** also contributed their input, providing added context on the relevance of the artists, organizations, and locations named in these lists.

## ARTSY AND UBS LAUNCH “THE YEAR IN ART” FEATURE

“Artsy is committed to building the canonical database for learning about and collecting art and design, presented in a beautiful and engaging digital experience worthy of art that is accessible to anyone with an internet connection,” said **Sebastian Cwilich, president and COO of Artsy**. “It’s an honor to partner with UBS, a longtime leading supporter and collector of contemporary art. We’re particularly excited to combine insights from Artsy and Planet Art to create a unique digital experience for Artsy’s global audience of art lovers and collectors.”

“From experienced art world insiders to those who are new to this often-complicated space, Planet Art aims to provide users with a holistic look at trending topics and top stories about contemporary art,” stated **Johan Jervøe, Group Chief Marketing Officer, UBS**. “Our ‘Year in Art’ partnership with Artsy takes the knowledge analyzed by Planet Art one step further by translating relevant trends and highlights, culled from the thousands of art new stories generated this year, into accessible commentary that can be shared with a broader audience.”

### ABOUT UBS PLANET ART

Since its inaugural release one year ago, Planet Art—UBS’s free art news aggregator app for Apple mobile devices—has emerged as a valuable real-time resource for information about contemporary art. In the past 12 months alone, Planet Art has exceeded 25,000 downloads and is now ranked among the top 10% of all branded apps.

Developed by UBS to provide its clients, seasoned professionals and beginning art enthusiasts alike with a simple tool to navigate the growing and often fragmented landscape of art information, Planet Art collects and organizes news, features and market stories from a broad range of news outlets, niche publications and blogs. The “intelligent” app uses a unique algorithm to read, index and objectively rank articles, which can then be customized in a dedicated section called “my stream” so users can follow news and features on specific artists, institutions, cities, events and more. Click [here](#) for more information on Planet Art and [here](#) to download Planet Art.

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### ABOUT ARTSY

[Artsy](#) is the leading resource for learning about and collecting art from 4,200 leading galleries, 600 museums and institutions, 60 international art fairs and select auctions. Artsy provides free access via its website ([Artsy.net](#)) and iPhone and iPad apps to 350,000 images of art and architecture by 50,000 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 is committed to providing private, institutional and corporate clients worldwide, as well as retail clients in Switzerland, with superior financial advice and solutions while generating attractive and sustainable returns for shareholders. Its strategy centers on its Wealth Management and Wealth Management Americas businesses and its leading universal bank in Switzerland, complemented by its Asset Management business and its Investment Bank. These businesses share three key characteristics: they benefit from a strong competitive position in their targeted markets, are capital-efficient, and offer a superior structural growth and profitability outlook. UBS's strategy builds on the strengths of all of its businesses and focuses its efforts on areas in which it excels, while seeking to capitalize on the compelling growth prospects in the businesses and regions in which it operates. Capital strength is the foundation of its success.

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