



## Artsy & UBS release four-part film series providing insider perspectives on the art market

- *The first film, about auctions, debuts today on Artsy and the UBS Art Studio*
- *Films about galleries, patrons, and art fairs to come*

May 18, 2016—New York, NY: Today, **Artsy** and **UBS** launch the first in a four-part series of short films exploring the contemporary art market, titled “[The Art Market \(in Four Parts\)](#).” Making its debut amidst the busy season of auctions and international art fairs and events, the series illuminates for a broad global audience the mechanisms and players behind the art market — including how and why it fuels astronomical prices for contemporary art.

Each film will focus on a major aspect of today’s art-world — **auctions, galleries, patrons, and art fairs** — engaging some of today’s most influential art-world personalities and experts in conversation. Paired with historical footage and related ephemera, commentary from philanthropist **Eli Broad**; artists **Elmgreen & Dragset**; Art Basel’s Director Americas **Noah Horowitz**; gallerist **Dominique Lévy**; **Mary Rozell**, Global Head of the UBS Art Collection; **Matthew Slotover**, co-founder of Frieze; **Xin Li**, Deputy Chairman of Christie’s Asia; and many others will tell informative, insightful stories of the art market’s economic and cultural influence in society today.

The first film, about auctions, is now live on Artsy ([artsy.net](https://artsy.net)) as well as UBS’s [contemporary art page on the company’s website](#). It will be followed by short film primers on galleries, patrons, and art fairs, rolling out one per week, respectively. All four films were directed by Oscar Boyson, who also previously directed “[The Short History of the World’s Most Important Art Exhibition](#),” about the Venice Biennale, for Artsy and UBS.

Throughout their partnership, Artsy and UBS have worked together to make knowledge of the art world more accessible to a global audiences. The film series is the third iteration of an ongoing collaboration, following “[The Year in Art](#),” a dynamic multimedia experience surveying the contemporary art landscape in 2015, and “[Behind the Biennale](#),” a series of short films about the 56th International Art Exhibition of la Biennale di Venezia.

“Supporting Artsy’s mission to make art accessible and to be a resource for anyone interested

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in art, our editorial content reaches both art insiders and a broad audience with stories that take readers to the front lines of the global art-world circuit,” says **Marina Cashdan**, Editorial Director at Artsy. “Together with UBS, a like-minded partner in helping art lovers understand the complexities of the market, we’re creating substantive content that will engage and inform readers around the world.”

“Our latest collaboration with Artsy helps to shine a light on the often complex and exciting world of contemporary art as well as provide thoughtful insight on the inner workings of the art market,” said **Johan Jervøe**, Group Chief Marketing Officer, UBS. “This very much mirrors the way in which we help our clients navigate the challenges and opportunities of the financial world.”

*Oscar Boyson, director of “The Art Market in Four Parts,” is a film producer and director born and raised in Maine. As a producer, his projects include “The Neistat Brothers” for HBO and feature-length films “Frances Ha,” “Mistress America,” and “Heaven Knows What.” As director, his work includes short films, video essays, and the M2M Series “Iconic” on Apple TV.*

## ABOUT ARTSY

[Artsy](#) is the leading resource for learning about and collecting art from 4,000 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 400,000 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 currently includes: the UBS Art Collection, one of the world’s largest and most

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important corporate collections of contemporary art; the firm's long-term support for the premier international Art Basel shows in Basel, Miami Beach, and Hong Kong, for which UBS serves as global Lead Partner; and 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 of Modern Art 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 free art news app Planet Art, collaborations with the Swiss Institute; and the online resource Artsy; as well as through services offered by the UBS Art Competence Center and the UBS Arts Forum. For more information about UBS's commitment to contemporary art, visit [ubs.com/art](https://ubs.com/art).

### **ABOUT UBS PLANET ART**

Since its launch in 2013, Planet Art, UBS's free art news aggregator app, has emerged as a valuable real-time resource for information about contemporary art. Now available for download on all mobile devices, 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. Planet Art was 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. It has boasts more than 30,000 downloads and has been acknowledged by the Webby's and won a Red Dot award for design. [Click here](#) for more information and to download Planet Art.

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