



Artsy and UBS release multimedia feature “The Year in Art,” engaging with 2016’s art trends, people, news, and events

December 14, 2016 — New York, NY — [Artsy](#), in collaboration with [UBS](#), today launched an immersive experience that will guide users through the most important art and culture moments, influential artists and curators, and most impactful exhibitions of 2016. Presented as an easily digestible, accessible look at the past year in art, the feature takes a broader look at the art world, connecting important moments in that sphere to current events in the world at large. This is the fourth iteration of Artsy and UBS’s ongoing partnership, following their collaboration on [The Art Market \(in Four Parts\)](#), a four part series exploring the contemporary art market.

[The Year in Art](#) feature is informed by data gleaned from UBS’s Planet Art mobile app (an aggregator of contemporary art news) and Artsy’s proprietary data, as well as input from Artsy’s close collaborators—artists, curators, collectors, critics, and others—which was then interpreted and filtered through Artsy’s editorial team. The feature highlights particularly impactful “moments” in the global art calendar from the past year, including Brexit (exploring a possible cooling of the art market); the re-emergence of Dread Scott’s flag (and its adoption by the Black Lives Matter movement); and the release of the Oculus Rift headset (focusing on the proliferation of virtual reality in society at large), amongst others. Articles announcing [The Most Influential Living Artists of 2016](#), [The Most Influential Curators of 2016](#), [The Top Emerging Artists of 2016](#), and [Artists to Watch in 2017](#) round out the feature, providing a robust snapshot of the past year, and a reference for years to come.

“This is the latest initiative in our overarching mission to drive the conversation around art forward in a thoughtful and accessible way,” notes Marina Cashdan, Artsy’s editorial director. “As interest and engagement with visual culture grows, globally rich features such as this are important references and touchstones to understanding society’s relationship to the most influential art and artists of today. Partnering with UBS on our fourth project together, and having access to Planet Art’s detailed analytics, was integral to realizing this comprehensive feature.”

Stated Johan Jervøe, Group Chief Marketing Officer, UBS: “Artsy is a leader in bringing together art and technology in creative ways so that the art world is accessible to anyone with an internet

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connection. Our ‘Year in Art’ partnership draws upon a shared belief that a data-led approach to the art world can help navigate such a complex landscape. It’s the same approach we bring to working with our clients in the financial markets around the world.”

Earlier iterations of Artsy and UBS’s continuing collaboration include a series of short films about the [56th International Art Exhibition of la Biennale di Venezia](#), [The Year in Art 2015](#), and [The Art Market \(in Four Parts\)](#).

ABOUT ARTSY

[Artsy](#) is the leading resource for learning about and collecting art from 4,000 leading galleries, 700 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 500,000 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 PLANET ART

Planet Art—UBS’s free art news aggregator app for mobile devices—has emerged as a valuable real-time resource for information about contemporary art. Planet Art has exceeded more than 40,000 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. The app is available free of charge for iOS and Android devices. [Click here for more information and to download Planet Art.](#)

ABOUT UBS AND CONTEMPORARY ART

UBS’s long and substantial record of patronage in contemporary art enables clients and audiences to participate in the international conversation about art and the global art world through the firm’s global art platform. In addition to the UBS Art Collection, considered one of the world’s largest and most important corporate collections of contemporary art, UBS has an extensive

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roster of contemporary art programs that include 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; the Guggenheim UBS MAP Global Art Initiative with the Solomon R. Guggenheim Museum; and a global exhibition tour of WOMEN: New Portraits, an exhibition of newly commissioned photographs by renowned photographer Annie Leibovitz. 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, the Deichtorhallen in Hamburg and the Art Gallery of New South Wales in Sydney, Australia. In addition to the UBS Planet Art app, UBS also provides its clients with insight into the contemporary art world through collaborations with the Swiss Institute and the online resource Artsy, as well as through the UBS Arts Forum. For more information about UBS’s commitment to contemporary art, visit ubs.com/art.

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