

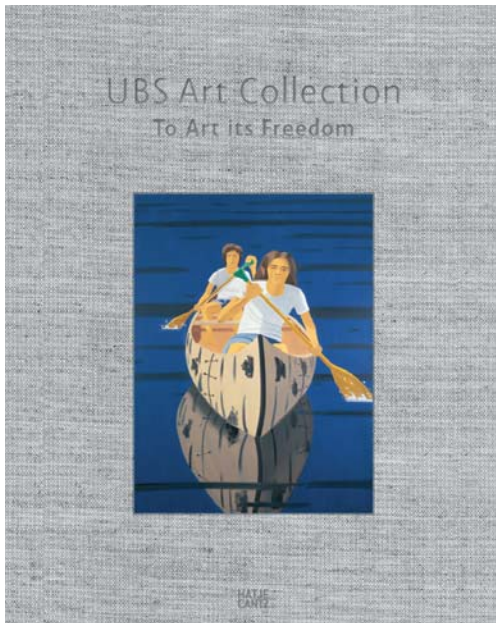
## **UBS ART COLLECTION: TO ART ITS FREEDOM WORKS FROM A SPECTACULAR ART COLLECTION**

**UBS Art Collection: To Art its Freedom is the first major publication on the collection in nearly a decade. With more than 30,000 works of contemporary art the UBS Art Collection is one of the most renowned corporate collections world-wide.**

Berlin, November 30, 2016, UBS Art Collection: To Art its Freedom presents a visual essay that captures the essence of the collection as well as the various impulses that have shaped it across decades and continents. Dating primarily from the 1960s to today, the works of art in the collection give an impressive overview of the artistic practice of this period. UBS is an active contemporary art collector and takes a dynamic approach to its collection, continuing to grow and evolve its holdings, acquiring works from around the globe in accordance with the geographical reach of its business. The collections of three institutions – that of the Schweizerische Bankgesellschaft (SBG) and the Schweizerischer Bankverein (SBV), later forming UBS AG, as well as the collection of the American financial services company PaineWebber - form the foundation of today's UBS Art Collection.

The publication features a text on the history of the collection written by Mary Rozell, Global Head UBS Art Collection, and an essay by noted scholar and curator Dieter Buchhart. Entitled "To Art its Freedom: A Collection as Emblem of Post-postmodern Polyphony", his essay contextualizes the collection within the framework of art history and makes connections among the various featured works. The title of the publication is a quotation from the famous words above the entrance to the Secession Building in Vienna, "To Every Age its Art, to Art its Freedom," which, according to Buchhart, reflects the spirit of the UBS Art Collection – one that endures and remains relevant, independent of changing circumstances or frameworks.

In addition to the essays, the book features more than 200 color illustrations offering insights into the history and evolution of the UBS Art Collection, showcasing the many interesting facets of this renowned international collection that has been built over decades and which succeeds in capturing the zeitgeist of those periods, always reflecting the current moment in contemporary art practice. "UBS Art Collection: To Art its Freedom is the result of a dynamic exchange of some of the most intriguing and influential artists and ideas from the 1960s to the present," says Mary Rozell. Highlights include: Jean-Michel Basquiat, Andreas Gursky, Damien Hirst, David Hockney, Roni Horn, Martin Kippenberger, Willem de Kooning, Sol LeWitt, Neo Rauch, Robert Rauschenberg, Gerhard Richter, Thomas Ruff, Ed Ruscha, Cindy Sherman, Hiroshi Sugimoto, Wolfgang Tillmans, Cy Twombly, Erwin Wurm alongside a number of the collection's recent acquisitions and works by emerging artists.



**UBS ART COLLECTION  
TO ART ITS FREEDOM**

Texts by Dieter Buchhart, Mary Rozell

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**ABOUT HATJE CANTZ**

Hatje Cantz is a groundbreaking international publishing company specializing in art, architecture, and photography. Since 1945 Hatje Cantz has been using its profound expertise and enthusiasm for craftsmanship to produce and publish books of the highest quality. We currently release around two hundred new titles annually.

Especially in the digital age, Hatje Cantz regards itself an element linking museums, artists, galleries, collectors, and art lovers. Conveying knowledge - in terms of both content and visuals - as well as an enthusiasm for art is always at the heart of our engagement.

In keeping with our ambition to make it possible to experience art beyond the medium of the book, Hatje Cantz has launched the EDITION GERD HATJE as we continue to expand our portfolio of strictly limited, signed editions featuring works on paper, photographic works of art, and art objects.

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[www.editiongerdhatje.com](http://www.editiongerdhatje.com)

**PRESS CONTACT**

Sara Buschmann  
Head of Press Department  
[s.buschmann@hatjecantz.de](mailto:s.buschmann@hatjecantz.de)  
Tel. +49 30 3464678-08

Jennifer Berndt  
Junior PR-Manager  
[presse@hatjecantz.de](mailto:presse@hatjecantz.de)  
Tel. +49 30 3464678-23

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