

Press Release

(Short Version)

Munich / Majorca, May 2004. – **ARTSEASONS – Peak period for cultural events on Majorca.** ARTSEASONS to open: ARTSEASONS will be held for the first time this year from 3rd July until 12th September on Majorca. The location will be Binissalem, a traditional, inland hill town within easy reach of Palma. ARTSEASONS will be based in Cas Pellers, a former tannery which has been carefully renovated. ARTSEASONS is aimed at a small, exclusive circle of people from industry, culture, politics and society.

Around ten galleries of international repute will be exhibiting some sixty selected works of contemporary art which will also be available for sale. Evening cultural events, held for small, select audiences, will round off the artistic programme and bring together artists and art aficionados from a variety of backgrounds.

ARTSEASONS is a private undertaking. The companies UBS and Maybach / DaimlerChrysler have entered into a partnership with the joint-venture between Prince Franz von Auersperg and the magazine ARTinvestor, which benefit from a long-term, networked structure. ARTSEASONS is an exclusive international art forum with an Advisory Board of experienced art specialists, comprising museum directors, auctioneers, collectors and others in the cultural sector. In 2004 the exhibition will be curated by Dieter Ronte (Director of the Kunstmuseum Bonn) and Pilar Ribal (Palma de Mallorca).

ARTSEASONS will close at the end of September with a charity event, proceeds from which will benefit a not-profit organization on Majorca. Our mutual concern is to promote contemporary art, with particular attention being paid to quality and exclusivity. The commitment of our partners underlines a mutual social responsibility which will also benefit the island of Majorca.

The Advisory Board comprises the following members:

Franz Prince von Auersperg, industrialist, Munich
Monique Burger, art collector, Zumikon, Switzerland
Max Hollein, Director of the Schirn Kunsthalle, Frankfurt am Main
Eva Karcher, journalist, Munich
Andreas Langenscheidt, publisher, Munich
Jeane Freifrau von Oppenheim, TransArt Kunst und Kultur Projekte e.K, Cologne
Simon de Pury, auctioneer, Geneva
Pilar Ribal, curator, Majorca
Dieter Ronte, Director of the Kunstmuseum Bonn
Christiane Zentgraf Adolph, KulturKommunikation, Munich/Zurich

Longer Version

Munich / Majorca, May 2004. – **ARTSEASONS – Peak period for cultural events on Majorca.** ARTSEASONS to open: ARTSEASONS will be held for the first time this year from 3rd July until 12th September on the Balearic island of Majorca.

ARTSEASONS is an art forum whose image will primarily be formed by those who value it as a meeting place for like-minded people and international contacts. ARTSEASONS is aimed at a small, exclusive circle of people from industry, culture, politics and society. This international forum has an Advisory Board of experienced art specialists, comprising museum directors, auctioneers, collectors and others in the cultural sector. Artists, collectors, gallery owners, auctioneers, journalists, creative and culturally interested people have been invited to this exceptional location and this exclusive networking event. Guests from different professional backgrounds and cultures will be coming to share their mutual interest in intensifying intercultural dialogue.

The ARTSEASONS location will be Binissalem, a traditional hill town well away from the centres of mass tourism, situated in the unspoilt interior of the island yet within easy reach of Palma. ARTSEASONS will be based in Cas Pellers, a former tannery which has been carefully renovated and equipped with state-of-the-art technology. With its spacious yet intimate atmosphere, its inner courtyard and orange grove, the impression gained is of being in a Majorcan monastery. In this setting, ARTSEASONS will devote itself exclusively to the art world.

The exhibition, held both inside Cas Pellers and outside, will be curated by Dieter Ronte (Director of the Kunstmuseum Bonn) and Pilar Ribal (freelance curator, Palma de Mallorca). Around ten galleries are being invited to exhibit – outstanding local galleries and galleries of international repute. A total of some sixty works of art will be shown including pieces by young artists, recent discoveries and shooting-stars, as well as works by major artists who are well established on the international art market. Highlights include works by artists such as Georg Baselitz, Barry McGee, David Zink Yi and Frank Stella. A prerequisite behind the exhibition concept is the high quality of pieces on display. Particular attention has also been placed on including local artists from Majorca. All works in the exhibition will be for sale.

The date for the ARTSEASONS event is of particular importance. During the holiday period the world of culture takes a break, too. The art market goes into a deep sleep. Those interested in culture however are wide awake and have time on their hands. The cultural break guarantees that ARTSEASONS will meet with considerable interest.

Evening cultural events, held for small, select audiences, will complement and add additional colour to the artistic programme. Individually organised cultural tours with professional guides will be offered to historically interesting places and sites on Majorca, as well as to gourmet temples and vineries. There are hardly any bounds to the creative potential offered on this island.

ARTSEASONS is a private undertaking. The companies UBS and Maybach / DaimlerChrysler have entered into a partnership with the joint-venture between Prince Franz von Auersperg and the magazine ARTinvestor, which benefit from a long-term, networked structure. Experienced experts in the field of art and culture sit on the ARTSEASONS Advisory Board. These include Max Hollein, director of the Schirn Kunsthalle, Frankfurt am Main, Simon de Pury, auctioneer, Geneva, and Andreas Langenscheidt, publisher, Munich. ARTSEASONS receives no public funding and is therefore not subject to set targets and

restrictions. The partners in this joint-venture are prepared to bear the risks and to sound out creative possibilities themselves. They invest in art and culture on their own initiative and with their own funding and, as such, take on a certain social responsibility.

For all parties involved, the promotion of contemporary art is the primary concern combined with furthering Majorca's image. A number of activities are being planned to make Majorca more attractive once again to those who live on the island, both for the Majorcans and for those from other countries who have settled there. Quality is the key word not quantity. Mass tourism is gradually being replaced by a more gentle form of quality, individual travel. ARTSEASONS is pleased to support such efforts. In many respects, ARTSEASONS will help to enrich the quality of life on Majorca with events like the ARTSEASONS *Binissage* on 12th September. Proceeds from the *Finissage* held in aid of charity – when the works of young artists will be auctioned – will benefit a not-profit organization on Majorca.

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Christiane Zentgraf Adolph, KulturKommunikation, Munich/Zurich

Opening times:

Daily from 4.30 p.m. – 9 p.m., by appointment

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