



**Davidoff Art Initiative  
Launches Limited Art Edition 2016,  
*'from many sides'*  
by Olivia McGilchrist**

**Art Basel in Hong Kong  
March 24 – 26, 2016  
Hong Kong**



Olivia Mc Gilchrist, *'from many sides'*, Ed. 16, 10 min, 2015

**Basel, Switzerland, March 22, 2016 – The Davidoff Art Initiative (DAI)** launches the second Davidoff Limited Art Edition featuring a specially commissioned video work by artist **Olivia McGilchrist**. The DAI offers a preview of the single-channel video, titled *'from many sides'*, and introduces the artist at the Art Basel show in Hong Kong.

As a French-Jamaican artist and videographer, Olivia McGilchrist's work is rooted in a Caribbean-centered, multi-media art practice. By interweaving moving images and sounds, the artist suffuses the natural world with new meanings and colors that capture profound narratives about the history of the Caribbean. *'from many sides'* utilizes digitized renderings to create an immersive, multi-sensory experience that blends landscapes, cultures, stories and people of the Caribbean region and highlights the rich heritage of the region through a variety of content unique to local experiences, reworked and presented as an interactive work of art.

"My recent creative practice is deeply inspired by a longing to reconnect with my birth land as well as the cultural space of the Caribbean," said artist Olivia McGilchrist, who was born in Jamaica and moved to Europe when she was three. "My education abroad awarded me the opportunity to learn new media

technology platforms but I also had access to local art hubs and traditional artistic practices when I returned home to Jamaica. Because of the duality on my experiences, I aspire to create artwork that overturns biographical or social expectations through a Caribbean-centered, multi-media arts practice.”

Davidoff has an established history of engaging with artists and designers for special editions. Launched in 2012, the Davidoff Art Initiative was designed to build more visibility and recognition for art and artists in the Caribbean. In addition to offering residencies and grants, as well as organizing dialogues to garner appreciation for Caribbean art, the DAI produced the first Limited Art Edition in 2014, featuring the work of Cuban-born artist Quisqueya Henríquez.

“Davidoff is continuously looking for new ways to engage with and support contemporary art. The Limited Art Edition supports the DAI’s mission of familiarizing the international audience with artists from the Caribbean and it helps fund the Davidoff Art Initiative at the same time,” said Hans-Kristian Hoejsgaard, CEO Oettinger Davidoff AG. “Olivia’s video work is a fascinating visual blend of regionally specific elements. Because crafting and blending are the same values at the heart of everything we do, we feel that Davidoff is perfectly matched with this extraordinary artist.”

Davidoff Art Initiative is proud to be associated with the video art project “*from many sides*” and to bring this unique Limited Art Edition featuring one of the 7’000 stills selected by the artist. A highly limited run of Collector’s Editions will also be released. These will include one of sixteen numbered editions of the commissioned video, one of the 7000 limited art edition, and a signed certificate by the artist.

The Limited Art Edition will be released in June during Art Basel in Basel. Part of the revenues generated will be dedicated to sustaining the Davidoff Art Initiative and supporting young emerging artists from the Caribbean.

### **About the Davidoff Art Initiative**

The Davidoff Art Initiative supports contemporary art and artists in the Caribbean, strengthens art organizations in the Dominican Republic, shares knowledge and expertise about contemporary art and fosters cultural engagement between the Caribbean and the rest of the world. At the core of the Art Initiative, Davidoff aims to engage closely with the arts and culture of the Dominican Republic, where much of its production and many of its employees are based, bringing opportunity and visibility to the art and culture of the Caribbean region, and extending the company’s long-standing commitment to artistry, craftsmanship, community and quality. The Davidoff Art Initiative’s four global program areas are: Art Residency, Art Dialogues, Art Grants, and Art Editions. [davidoffartinitiative.com](http://davidoffartinitiative.com)

### **About Art Basel**

Art Basel stages the world's premier art shows for Modern and contemporary works, sited in Basel, Miami Beach, and Hong Kong. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. In addition to ambitious stands featuring leading galleries from around the globe, each show's singular exhibition sectors spotlight the latest developments in the visual arts, offering visitors new ideas and new inspiration. [artbasel.com](http://artbasel.com)

### **About the Artist**

Olivia McGilchrist is a French-Jamaican visual artist whose works explore themes of translocation and issues of Caribbean cultural identity by juxtaposing parallel realities through photographs, video installations and virtual reality. Born in Kingston, Jamaica to a French mother and a Jamaican father, Olivia grew up in France and the UK. In 2010, she completed her Master’s in Photography at the London College of Communication (LCC) and in 2011, she moved back to Kingston to work as a Curator at the National Gallery of Jamaica (NGJ) and to become a Lecturer in Photography and New Media at the Edna Manley College of the Visual and Performing Arts (EMCVPA). Her work has been shown worldwide, including in Jamaica, Trinidad, Barbados, Grenada, Brazil, the US, the UK, and France. In 2013, she won the Trinidad & Tobago film festival and ARC Magazine New Media Prize.

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