



**ONE YEAR AFTER LAUNCH, DAVIDOFF ANNOUNCES MAJOR STEPS FOR THE  
DAVIDOFF ART INITIATIVE**

**First Davidoff Residency Artists  
At ISCP in New York and Künstlerhaus Bethanien Berlin Confirmed**

**Residency Location Announced in the Dominican Republic for International  
Artists-in-Residence, Starting in 2015**

**Basel, June 11, 2013** – Oettinger Davidoff Group, the worldwide leading manufacturer of premium cigars, headquartered in Basel, Switzerland, announced today at a media briefing at Art Basel major developments for the Davidoff Art Initiative. A year after the launch of the initiative, Davidoff is pleased to announce the next step in the evolution of its cultural patronage. In combination with its role as Associate Partner of Art Basel's shows in Basel, Miami Beach, and Hong Kong, Davidoff, through its Art Initiative, is actively engaged in supporting contemporary visual art worldwide, and in particular in its focus region, the Dominican Republic and the Caribbean, where many of the company's products are cultivated and crafted.

**First Davidoff Art Residency Artists from the Dominican Republic Confirmed**

The centrepiece of the Davidoff Art Initiative is the Davidoff Art Residency, which will provide residency opportunities for Dominican and Caribbean artists in international artist-in-residence programs, and for international artists in the Dominican Republic.

Davidoff today announced that Monica Ferreras De la Maza (b. 1965) and Jorge Pineda (b. 1961) have been selected as the first two artists from the Dominican Republic to be awarded a Davidoff Art Residency. To date, Davidoff has announced three international partner residency hosts: the International Studio & Curatorial Program (ISCP) in New York, Künstlerhaus Bethanien Berlin, and Red Gate Gallery Residency in Beijing. The visiting artist for Beijing will be selected later in 2013.

**Monica Ferreras De la Maza** will take up residence at the International Studio & Curatorial Program (ISCP), New York, in September 2013. Her artistic practice ranges across painting, drawing, installation, and video art. In her 20 years as a visual artist, Ferreras De la Maza has presented 12 solo exhibitions in her native country and in the USA. "This residency will enable me to develop my career and gather new ideas," said Monica Ferreras De la Maza. "The variety of discourses at ISCP will offer me the opportunity to establish networks in a professional and creative environment."

"ISCP is very much looking forward to hosting Monica Ferreras De la Maza in September, the first resident from the Dominican Republic sponsored by the Davidoff Art Initiative program. The representatives of Davidoff came with a very thorough yet sensitive approach in channeling their resources to underwrite a three-year residency collaboration for their artists," said Dennis Elliott, Founder and Director of ISCP. "From ISCP's standpoint, we hope that the Davidoff studio at ISCP will signal more opportunities for artists from the region."



**Jorge Pineda** will start his residency at the Künstlerhaus Bethanien Berlin, in April 2014. Pineda is an artist and stage director, whose work has been exhibited internationally, including solo shows at Hunter College New York, in 2012 and the Instituto Valenciano de Arte Moderno, Valencia, Spain, in 2013. He exhibited at the 52nd Biennale di Venezia, and the XXIII Bienal Nacional de Artes Visuales de Santo Domingo, where he won first prize for installation. "Going to Berlin, for me is the chance to experience a different contemporary situation," said Jorge Pineda, "to open up new dialogues through my art, the city, and through the people I meet."

**The New Davidoff Art Residency Location for International Emerging to Mid-Career Artists in the Dominican Republic Confirmed for 2015**

Starting in January 2015, the first five international artists (to be announced in June 2014) will begin their Davidoff Art Residency in the Dominican Republic. Today Davidoff announced that it has signed a letter of intent for a collaboration with the Altos de Chavón School of Design, in La Romana, to host the incoming Davidoff Residency artists in the Dominican Republic.

Situated in the southern region of the Dominican Republic, the school is the country's leading institution for art and design education. The five nominated emerging to mid-career artists will be in residence for 10 weeks at Altos de Chavón. They will be given a unique opportunity to develop their creative practice, share and exchange knowledge with local students, and undertake research trips within the Dominican Republic. Going forward, annual groups of five international artists are expected to take up residence at Altos de Chavón through a long-term collaboration between Davidoff and the school each January.

Hans-Kristian Hoejsgaard, President and CEO of Oettinger Davidoff Group, said of the partnership, "Our research with experts on Caribbean art, both within and outside the Dominican Republic, have confirmed the Altos de Chavón School of Design's unique standing as the preeminent Dominican art school. Its facilities, its history, and its community of students and art professionals make it a very fitting anchor for our residency initiative."

The Altos de Chavón School of Design was founded in 1983 to create and support a multifaceted arts community that encompasses the visual arts, crafts workshops, the performing arts, and teaching programs in the areas of design and the visual arts. The school's multicultural approach to art and design education, encourages graduates to compete in international design circles, to broaden their education in the fine and applied arts, and to serve as the creative lifeblood for emerging industry.

"We believe that this is an important partnership for not only our program, but that it also marks the long awaited recognition, on a global scale, of the significance of Dominican, Caribbean, and Latin American art and artists. It is a welcome acknowledgement of the Altos de Chavón's school's dedication to the fields of art, culture, and education for over 30 years," said Dominique Bluhdorn, President of the Altos de Chavón Cultural Center Foundation.



“After a yearlong search, the Davidoff Residency has found an ideal home in Altos de Chavón,” said Andrés Szántó, Chief Consultant to the Davidoff Art Initiative, who helped to develop the partnership between Davidoff and the school. “The combination of the school's history and academic resources, its unique standing as the alma mater of many of the most recognized artists and designers of the Dominican Republic, along with its breathtaking location, represents a source of tremendous creative opportunity and inspiration for future visiting artists.”

### **International Art Advisory Council Announced**

To assist with the selection of the residency artists, as well as to provide expert advice for its Grant Program, Dialogues Program, and Artist Editions projects, the Davidoff Art Initiative has assembled an International Art Advisory Council. The council will support the initiative's development and will identify eligible artists and institutions in the Dominican Republic and Caribbean for participation in the Davidoff Art Initiative programs.

As announced today, the Art Advisory Council includes:

- Rocío Aranda-Alvarado, Associate Curator at El Museo del Barrio, New York
- Dominique Bluhdorn, President of the Altos de Chavón Cultural Center Foundation
- Sara Hermann, art historian and curator based in the Dominican Republic
- Hans-Kristian Hoejsgaard, President and CEO of Oettinger Davidoff Group
- Andrés Szántó, New York-based writer, researcher, and Chief Consultant to the Davidoff Art Initiative

### **Davidoff at Art Basel**

Over the past year, Art Basel has continued to be a crucial platform for the Davidoff Art Initiative, enabling it to engage and build new relationships with the art world as Davidoff focuses its attentions to the support of contemporary art.

During the show this year, Davidoff is hosting a VIP hospitality space inside the Collectors Lounge. The Davidoff Lounge will feature a walk-in humididor and a master cigar roller from the Dominican Republic, who will demonstrate the art of blending and of rolling a Davidoff Cigar. Two outdoor Cigar Lounges will be situated adjacent to the Art Collectors Lounge and next to the show's public area, offering fair visitors a relaxed venue for discussion and reflection, whilst having the opportunity to sample finely crafted cigars. Davidoff's products are deeply rooted to the handcraft traditions involved in the rolling and blending of fine cigars, as well as the art of manufacturing premium tobacco accessories.



## Notes to Editors

### International Art Advisory Council

**Rocío Aranda-Alvarado** is Associate Curator of El Museo del Barrio in New York, where she organised *The (S) Files*, a biennial of Latin American art. Prior to joining in 2009 she was a curator at the Jersey City Museum from 2000 where she curated *Hair Tactis*, 2010; *Beth Gilfilen: The Big Hunch*, 2008; *99 Cents*, by Colwyn Griffith, 2007; and *The Feminine Mystique*, 2007. Recently, she was part of the curatorial team for the exhibition *Caribbean: Crossroads of the World* at the Queens Museum of Art, at El Museo del Barrio and in The Studio Museum in Harlem, in New York, 2012-2013.

**Dominique Bluhdorn** is President of the Altos de Chavón Cultural Center Foundation in the Dominican Republic, which was founded in 1978 by her father, Charles Bluhdorn. Working with Parsons Executive Dean David C. Levy, she developed plans for the Altos de Chavón School of Design, a Latin American affiliate of Parsons, and opened the two-year university-level school, offering an Associate of Arts degree, in 1983. Personally dedicated to the arts and to art and design education, Bluhdorn is a member of the Board of Governors of Parsons The New School for Design, The Board of Trustees of The New School, and has served on the boards of the Corcoran Gallery, in Washington, D.C., and The New York Academy of Art, and Opera at The Academy in New York City. She lives between Santo Domingo and New York.

**Sara Hermann** is a Dominican art historian, curator, and founder of the creative collaboration agency, Estudio del Sur. She has curated several exhibitions and written extensively on Dominican, Caribbean and Latin American Art. Hermann was Visual Arts Specialist at the Centro Cultural Eduardo León Jimenes (2005-2013), Director of the Museo de Arte Moderno (MAM) in Santo Domingo (2000-2005), and Coordinator of the Publications Department (1992-2000). Along with her research and curatorial work, Hermann has lectured at universities in the Dominican Republic on Contemporary Caribbean Art and the History of Caribbean Art.

**Hans-Kristian Hoejsgaard**, the Danish-born President and CEO of Oettinger Davidoff Group, has steered the family-owned company since 2011. Hoejsgaard has more than 25 years of experience in the consumer goods field, including 15 years in senior leadership positions in premier luxury goods enterprises, across publicly listed, family-held, and private-equity owned firms in Asia, India, Europe, and the United States. Now based in Switzerland, Hoejsgaard is leading Davidoff through an ambitious phase of growth and new direction, including spearheading the new partnership with Art Basel and the launch of the Davidoff Art Initiative.

**András Szántó** is a New York-based, Budapest-born writer, researcher, and Chief Consultant to the Davidoff Art Initiative. The co-author and editor of five books, Szántó is a contributing editor for *The Art Newspaper* and co-founder of *ArtworldSalon*. He was previously Director of the National Arts Journalism Program and the NEA Arts Journalism Institute at Columbia University, and has lectured on art business and marketing at the Sotheby's Institute of Art. He advises leading museums, foundations, and corporations worldwide and is a moderator of the Art Basel Conversations series.



### **A Century of Davidoff**

Henri Davidoff, who emigrated from Kiev to Switzerland at a time of political unrest, opened his first store in Geneva in 1911, laying the foundations for today's worldwide network of 65 Davidoff Flagship Stores. Henri's son, Zino Davidoff, learned the trade from the ground up. He resided for several years in Central and South America to deepen his knowledge. In 1930, he returned to Switzerland and thereafter successfully managed the business over four decades. Zino Davidoff transferred the family business to the Oettinger Group in 1970.

Davidoff appeals to connoisseurs all over the world who seek to embrace the art of living and pleasure. The premium brand Davidoff stands for a culture of conscious enjoyment and reflection in today's hectic world. Davidoff learned over the years that time is the ultimate luxury. Zino's pleasure in this was the starting point for the global brand of Davidoff, a brand that connects people all around the world. A brand that fills the unforgettable moments in life with the joy and pleasure of elegance and beauty – "Time Beautifully Filled."

### **Oettinger Davidoff Group – a Swiss family business steeped in tradition**

With almost 4,000 employees around the world, the CHF 1.3 billion Oettinger Davidoff Group traces its roots back to 1875 and remains family owned to this day. The Group operates two distinctly different businesses: one focused on consumer goods distribution in the Swiss market, and one dedicated to its core business, the producing, marketing, and retailing of premium branded cigars, tobacco products, and accessories. The premium-branded cigar business includes Davidoff, Camacho, Zino Platinum, AVO, Cusano, Griffin's, Private Stock, Zino, and Winston Churchill Cigars. Oettinger Davidoff Group is anchored in a strong "crop-to-shop" philosophy, having pursued a vertical integration from its tobacco fields in the Dominican Republic and Honduras to its worldwide network of 65 Davidoff Flagship Stores.

### **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, new inspiration, and new contacts in the art world. Please visit [artbasel.com](http://artbasel.com) for additional information.



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