



**Davidoff Cigars, Associate Partner of Art Basel,
Announces Three Major Steps for
The Davidoff Art Initiative**

First Davidoff Art Edition by Quisqueya Henríquez

**Pascal Meccariello
The Third Dominican Artist to Take Part in
The Davidoff Art Residency At Red Gate Gallery Residency in Beijing, China
May – June 2014**

**Two new Davidoff Art Grants in 2014:
ARC Magazine and Centro de la Imagen**



Pascal Meccariello, *Sungarden*, 2013. Ceramics mural.

Basel/Miami Beach, FL., USA, December 5, 2013 – Oettinger Davidoff AG, the worldwide leading manufacturer of premium cigars, headquartered in Basel, Switzerland, announced today during Art Basel in Miami Beach, the first Davidoff Art Edition artist, the next Dominican artist to take part in the Davidoff Art Residency ,two new recipients of Davidoff Art Grants, and the evolution of plans for an international residency in the Dominican Republic. These programs are part of the Davidoff Art Initiative, which was launched in 2012 with the mission of supporting contemporary art and artists in the Caribbean and Dominican Republic and fostering cultural engagement between the Caribbean and the rest of the world.

Davidoff Limited Art Edition

Davidoff Cigars is extending the reach of contemporary art to Davidoff's products and environments worldwide. Davidoff Cigars invited the first Caribbean contemporary artist, Quisqueya Henríquez, to create a series of artwork for the inaugural Davidoff Art Edition. These limited edition cigar boxes will be filled with newly developed cigars dedicated for the limited edition. The artist also created fifty special Collector's Editions, which include along with the special edition box of cigars an original print of the artwork developed by the artist for the edition. The artworks created by Quisqueya Henríquez connect the process of cigar making with various elements involved in the tradition of cigar manufacture. Collectors and cigar aficionados will be able to find the edition for the first time at Davidoff's Collectors Lounge during Art Basel in Hong Kong in May 2014.

Davidoff Art Residency

Dominican artist **Pascal Meccariello** will be the third artist to take part in the Davidoff Art Residency, in Beijing, China, in collaboration with the Red Gate Gallery Residency, from May 1 through June 30, 2014. The Davidoff Art Residency seeks to help emerging and mid-career Dominican and Caribbean artists develop their skills, make connections within global artistic networks, earn exposure for their work, and share their expertise with others in the visited region. Red Gate will be the third international residency program to partner with Davidoff Art Initiative in hosting Caribbean artists. The International Studio & Curatorial Program (ISCP) in



New York City hosted Mónica Ferreras De la Maza, this fall. Künstlerhaus Bethanien Berlin, Germany will host Dominican artist Jorge Pineda from April 1 through June 22, 2014.

The Davidoff Art Initiative is continuing preparations for a residency program for international artists in La Romana, Dominican Republic, in collaboration with the Altos de Chavón School of Design, the country's leading institution for art and design education. The Initiative is planning to build new studios and other facilities for the visiting artists at the school, in preparation for the launch of the residencies, in early winter 2015. Going forward, each year, the Davidoff Art Initiative will invite five emerging to mid-career artists from around the world to the Dominican Republic for a period of ten weeks. The selection process is by invitation only, facilitated through a growing network of international curators, galleries, and other arts organizations who serve as nominators to the residency program.

Davidoff Art Grant

In addition, Davidoff Art Initiative has awarded support to two Davidoff Art Grant recipients: ARC Magazine of Saint Vincent & Grenadines and Centro de la Imagen of Santo Domingo, Dominican Republic. Davidoff Art Grants assist local cultural organizations and institutions in the Dominican Republic and the Caribbean region with small and medium-sized awards. A limited number of grants are provided each year to meet the specific needs organizations working to promote visual art in the region.

ARC Magazine is a non-profit print and online publication that seeks to build exposure by fostering visual art exchanges and opportunities across the wider Caribbean and its diasporas. It seeks to raise the profile of contemporary visual arts in the Caribbean, leading to increased local, regional and global visibility. Under the terms of the Davidoff grants, ARC receives a monthly stipend for one year to fund the position of Senior Arts Writer and Editor at the magazine.

Centro de la Imagen is an initiative of the Foundation Image 83, which celebrates contemporary photographic creation through an annual series of exhibitions each September. The grant will help fund a three-day seminar during Centro de la Imagen, where influential photographers, curators, and theorists from the Dominican Republic will engage in a series of public dialogues on photography.

"With the Davidoff Art Grants, we have an opportunity to offer specialized support to cultural organizations and institutions in the Dominican Republic, tailored to the needs of each organization," said Hans-Kristian Hoejsgaard, President and CEO of Oettinger Davidoff AG. "Davidoff Cigars has a role in ensuring the sustainability of these organizations and by extension, the cultural community of the Dominican Republic. This is the core aim of the Davidoff Art Initiative."

Davidoff at Art Basel

As Associate Partner of Art Basel for a second consecutive year, Davidoff Cigars operates a VIP hospitality lounge in the Collectors Lounge. This Davidoff Lounge features a walk-in humidor and a master cigar roller from the Dominican Republic, who will demonstrate the art of blending and the art of rolling a Davidoff cigar. An additional outdoor Cigar Lounge is situated in the Miami Beach Botanical Garden, offering fair VIPs a relaxed venue for discussion, reflection, and enjoyment of a fine cigar. Part of the sales generated are dedicated to supporting the Davidoff Art Initiative.

"Two years ago, Davidoff Cigars decided to dedicate substantial energies and resources to establishing the Davidoff Art Initiative, and now it has created opportunities for artists across the globe," says Marc Spiegler, Director of Art Basel. "We are delighted that this deeper engagement with the art world was catalyzed through its partnership with Art Basel."



Notes to Editors

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 give back to the Dominican Republic cultural community, where much of its production and so many of its employees are based, bring opportunity and visibility to the art and culture of the Caribbean region, extending the company's long-standing commitment to artistry, craftsmanship, community and quality. The Davidoff Art Initiative's four global program areas are: the Davidoff Art Residency, Davidoff Art Dialogues, Davidoff Art Grants, and Davidoff Art Editions.

About Pascal Meccariello

Pascal Meccariello (b. 1968, Santo Domingo, Dominican Republic) is a multidisciplinary artist working in installation, drawing, ceramic, video art, photography and performance. He has exhibited his work in numerous solo and group exhibitions inside the Dominican Republic and abroad, and is the recipient of multiple awards and honors, including a Fulbright Scholarship, a UNESCO-Aschberg Bursary for Artists, and Grand Prize at the XV National Biennial of Visual Arts in Santo Domingo. Meccariello's work focuses on deconstructing abstract concepts such as freedom and justice in contemporary society.

About Quisqueya Henriquez

Quisqueya Henriquez (b. 1968, Havana, Cuba) works across collage, print, video, installation, and sound and provokes conventions of race, ethnicity, and gender encountered in Caribbean and Latin cultures and practiced universally. Her work focuses on stereotypes originating in corporeal notions of beauty and athleticism, perpetuated by contemporary ideals of cognitive ability, economic achievement, political power, and art history

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, new inspiration, and new contacts in the art world. Please visit artbasel.com for additional information.

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 AG – a Swiss family business steeped in tradition

With almost 4,000 employees around the world, the CHF 1.3 billion Oettinger Davidoff AG 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 AG 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.

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