



**DAVIDOFF EXTENDS CULTURAL PATRONAGE TO ASIA  
DAVIDOFF ART INITIATIVE ANNOUNCES FURTHER COLLABORATIONS**

**Davidoff Art Residency to host Caribbean artists at  
Red Gate Gallery Residency in Beijing**

**Davidoff Art Dialogues on "Art collecting in China" to take place in Hong Kong  
and Beijing, in collaboration with the Ullens Center for Contemporary Art**

**Hong Kong, May 22, 2013** – The Oettinger Davidoff Group, the worldwide leading manufacturer of premium cigars, headquartered in Basel, Switzerland, is announcing today further details of the Davidoff Art Initiative at a media briefing at Art Basel's inaugural show in Hong Kong.

For the first time, Davidoff Cigars will extend its cultural patronage to Asia. It will underwrite a residency for a Caribbean visual artist each year in Beijing, at the Red Gate Gallery Residency, as part of the Davidoff Art Residency program; and it will host discussion events on "Art collecting in China", in Hong Kong and Beijing over the course of the next year, as part of Davidoff Art Dialogues, in partnership with the Ullens Center for Contemporary Art in Beijing.

The goal of the Davidoff Art Initiative is to make a lasting contribution to the world of contemporary art, in particular in the Dominican Republic and the Caribbean region, where many of Davidoff's products are cultivated and crafted. The Art Initiative was launched in 2012, the same year Davidoff strengthened its presence in the contemporary art world by assuming the role of Associate Partner of Art Basel for its shows in Basel, Miami Beach, and Hong Kong.

During the Hong Kong fair, Davidoff will operate a VIP hospitality space in the Collectors Lounge. The Davidoff Lounge will bring the "World of Davidoff" to Hong Kong and offer a calm oasis for guests, where they can learn about the traditions involved in the creating of Davidoff products. All sales in the Art Basel lounge will be dedicated to the Davidoff Art Initiative. In addition Davidoff will host an Outdoor Lounge, situated at the Waterfall Bar at the Grand Hyatt Hotel, offering VIPs a relaxing venue to enjoy time beautifully.

Hans-Kristian Hoejsgaard, President and CEO of Oettinger Davidoff Group, said, "Art Basel was our first connection to the art world and it continues to be our anchor partner as we build our global Davidoff Art Initiative. We are excited to be at Art Basel's inaugural show in Hong Kong to share the latest developments in our Art Initiative, especially building new relationships with two such highly respected organizations in Asia as the Ullens Center for Contemporary Art and Red Gate Gallery Residency."



### **New Davidoff Art Residency confirmed at Red Gate Gallery Residency in Beijing**

The Davidoff Art Residency is the centerpiece of the Davidoff Art Initiative. When fully implemented, the residency program will send five artists from the Dominican Republic or Caribbean to major art centers around the world, and bring five international artists to the Dominican Republic for ten-week residencies, to a location yet to be announced.

In December 2012, Davidoff announced operating partnerships for partner residencies at ISCP in New York and Künstlerhaus Bethanien Berlin. The first Caribbean artists will take up their positions in those programs in September 2013 and April 2014, respectively.

Beijing is the third international partner residency location to be confirmed by the Davidoff Art Initiative. The residency will be hosted by Red Gate Gallery Residency, an international artist residency program providing artists, curators, writers, and academics an opportunity to live and work in China.

Having operated in Beijing for more than a dozen years as a gateway into the Asian art scene and to promote artistic development and a rich cultural exchange, Red Gate Gallery Residency will partner with Davidoff to welcome an artist from the Dominican Republic, or the wider Caribbean region, from May to June 2014. The residency will provide living and work space and offer its network of local contacts for the artist-in-residence. Davidoff will start accepting applications for the Beijing initiative on August 1st, 2013.

Brian Wallace, Founder and Director of Red Gate Gallery Residency said, "We are very happy that Davidoff is establishing its cultural engagement in China and we look forward to hosting the artists from the Caribbean from 2014 on. They will join a very established program which supports artists from all over the world and will have an informed introduction to the exciting art world of Beijing".

### **Davidoff inaugurates Davidoff Art Dialogues series with two events on "Art collecting in China" in Hong Kong and in Beijing**

An important dimension of the Davidoff Art Initiative will be a series of events that the program will host worldwide, independently and in partnership with art organizations, to share information and offer opportunities for discussion for experts and art enthusiasts about current issues and trends in contemporary art and art collecting.

The inaugural project of this series will be hosted in a collaboration between the Davidoff Art Initiative and Beijing's Ullens Center for Contemporary Art. Dialogues on "Art collecting in China" will be a two-part series of events taking place in fall 2013 in Hong Kong and in spring 2014 in Beijing. The events will bring together key figures in the Chinese and international art worlds to explore different facets of art collecting. Topics will include the role and profile of current Chinese collectors, emerging trends in art collecting, and the transforming dynamics of the art market.



Hosted by Philip Tinari, Director of the Ullens Centre for Contemporary Art, these dialogues will be held in Chinese, before an intimate live audience of collectors, opinion leaders, and select arts media. The events will be recorded, subtitled, and transcribed, so that they may be enjoyed by a wider global audience online.

“Combining forces with the Davidoff Art Initiative makes perfect sense for us,” observed Philip Tinari, Director of the Ullens Center for Contemporary Art. “While Chinese collectors have become ever more important to the international art world, much remains to be learned about who they are, what they think, and what motivates them. These dialogues should help to create and circulate valuable knowledge. We also look forward to welcoming the first Davidoff resident at UCCA during his or her stay at Red Gate Gallery Residency”, said Tinari.

More details about the Davidoff Art Initiative, including Residencies, Grants, upcoming Dialogues, and future Edition commissions can be found at [davidoffartinitiative.com](http://davidoffartinitiative.com).

### **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”.

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

The Oettinger Davidoff Group was founded in 1875 and remains family-owned to this day. The Group now has almost 4,000 employees and operates two distinctly different businesses: one focused on consumer goods distribution in the Swiss market, and one dedicated to its core business, the production, marketing, and retailing of premium branded products, and accessories, and is present worldwide with a 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.

### **Red Gate Gallery Residency, Beijing**

Founded in 2001 by Red Gate Gallery Residency and Gallery Director Brian Wallace, Red Gate Gallery Residency has developed into a leading international artists' residency program, providing artists, curators, writers, and academics with the opportunity to live and create work in Beijing, China. As a member of RES ARTIS, the International Association of Residential Arts Centres, the residency is committed to the promotion of multicultural art dialogue within an immersion setting. Red Gate Gallery Residency assists all participants to connect with the art scene, meet local Chinese artists, and to source art materials. The program provides the necessary support and encouragement to help the artist-in-residence get the most out of his/her stay here. All residents are invited to Red Gate Gallery Residency events at the historic Ming Dynasty Watchtower, including private dinners after the openings of the gallery. For more information, please visit: [redgategallery.com/residency](http://redgategallery.com/residency)

### **Ullens Center for Contemporary Art, Beijing**

UCCA is a not-for-profit art centre in Beijing, located at the heart of the 798 Art District. During the 5 years since its founding in November of 2007, the institution has held over 70 exhibitions, organised over 1,000 educational and cultural public programmes and welcomed over 3 million visitors. With a wide range of rich, thought-provoking exhibitions, UCCA has become a vanguard within the worlds of art, design and culture – an institution wholly devoted to the promotion of Chinese contemporary art. Additionally, as an all-inclusive public art centre, UCCA acts as an international cultural conduit by providing new ideas and creative possibilities to the general public through an ambitious educational events calendar that includes art talks, film screenings, performances, workshops and public festivals. For more information, please visit: [ucca.org.cn](http://ucca.org.cn)



## Media Contacts

Sutton PR Asia  
Catherine McClelland  
+852 25 28 07 92  
[catherinem@suttonpr.com](mailto:catherinem@suttonpr.com)  
[suttonprasia.com](http://suttonprasia.com)

Oettinger Davidoff Group  
Paloma Szathmary  
SVP Corporate Communications  
+ 41 (0) 61 279 36 24  
[media@davidoff.com](mailto:media@davidoff.com)  
[davidoff.com](http://davidoff.com)



ART INITIATIVE 

*For general enquiries please visit **[davidoffartinitiative.com](http://davidoffartinitiative.com)***

### Next announcement:

Davidoff will announce further details of the Davidoff Art Initiative at Art Basel in June:

Date: June 11, 2013  
Time: 6 – 7 pm  
Location: Davidoff Lounge – Collectors Lounge – Art Basel (Hall 2.2)

For further details and to confirm attendance at the event, please RSVP:  
Sutton PR: Melissa Emery  
+ 44 (0) 20 7183 3577  
[melissa@suttonpr.com](mailto:melissa@suttonpr.com)