

**Swire Properties is partnering for the fifth year with Art Basel in Hong Kong;  
Presenting World Class Arts Programme in March**

**[Hong Kong – 23 February 2017]** Swire Properties today announced its fifth partnership with Art Basel in Hong Kong, which will see the company host a specially designed lounge by acclaimed architect Hugh Dutton, as well as a curated programme of high profile talks at the show.

Supporting Art Basel in Hong Kong since its 2013 inaugural edition, Swire Properties has a track record of creating and transforming places into vibrant sustainable communities, through a process that integrates arts and culture throughout. Building on a history of creating and hosting an array of arts and cultural events in its portfolios, Swire Properties will be bringing world class art to the public in Hong Kong with an exciting programme this March.

Guy Bradley, Chief Executive of Swire Properties, said: “Swire Properties believes that art plays a key role in enriching lives and creating sustainable communities. We are delighted to once again partner with Art Basel in Hong Kong, and are thrilled to be bringing high-calibre programmes of international standing to Taikoo Place and Pacific Place at the same time. In particular, our event space ArtisTree at Taikoo Place has over the years emerged as a serious venue for the arts, and we hope that the exhibition of the late architect Zaha Hadid’s work will inspire and engage art lovers during this exciting month of culture and creativity in Hong Kong.”

**Programming includes:**

- **Swire Properties Lounge at Art Basel in Hong Kong (23 March – 25 March 2017):** Designed by British architect Hugh Dutton, *Red Flower* is a lounge that provides an elegant sanctuary through a symbolic and sculptural representation of a red flower. While the space is welcoming and open, it features a canopy of floating ribbons that works spatially to create a virtual enclosure and an intimate and relaxing space for visitors.

Specially curated, the **Swire Properties Talks Programme**, featuring leading art-world figures including; Hans Ulrich Obrist and Yana Peel (Serpentine Galleries), Tim Marlow (Royal Academy of Arts), teamLab and Philip Tinari (UCCA), among others, will be hosted in the lounge to stimulate meaningful dialogues across disciplines. The talks will cover a diverse range of topics, from the relationship between art and technology, to how art and architecture can act as a catalyst for social transformation, and the future of art funding.

- **BIT.FALL by Julius Popp at Pacific Place (13 March – 6 April 2017):** Pacific Place is delighted to present *BIT.FALL*, a multimedia installation by pioneering German media installation artist Julius Popp. The art installation uses popular and googled buzzwords in newsfeeds and displays them as a curtain of water, exploring the rapid flow of digital information in the modern age. Through

*BIT.FALL*, Julius Popp explores how transient information interacts with humanity through the art installation.

- **ZAHA HADID: *There Should Be No End To Experimentation* at ArtisTree in Taikoo Place (17 March – 6 April 2017):** Swire Properties is delighted to partner with London’s Serpentine Galleries and Zaha Hadid Design to bring this exhibition of early works and drawings, conceived by the late architectural pioneer and visionary, Zaha Hadid (1950-2016), to Hong Kong for the first time. The exhibition first opened to critical acclaim at the Serpentine Galleries in London in December 2016 and now comes to Hong Kong in an expanded format with newly added archival and video material never exhibited before. The exhibition will feature cutting-edge tech offerings with four virtual reality experiences developed in collaboration with Google Arts & Culture and the Zaha Hadid Virtual Reality Group, with interactive components supported by Bloomberg Philanthropies.

Swire Properties has transformed spaces into vibrant destinations across Hong Kong, Mainland China and Miami in the United States by incorporating creativity and innovation into a transformative process that creates value while supporting communities, retaining character and enhancing lives. For more than four decades, Swire Properties has served as a major patron of the arts, showcasing pieces by specially commissioned artists in its developments and by sponsoring a diverse array of programmes to enrich culture. By developing ArtisTree, Swire Properties contributes to Hong Kong’s arts scene by providing a multi-purpose cultural space for a wide range of high standard programming, introducing leading international architects, designers and artists to the Hong Kong community, from Vivienne Westwood to Frank Gehry. *ZAHA HADID: There Should Be No End To Experimentation* will be a fitting finale exhibition in the current ArtisTree before it moves to a new location in Taikoo Place.

For more information on any of the above programming, please visit: [arts.swireproperties.com](https://arts.swireproperties.com)

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### **About Swire Properties**

Swire Properties develops and manages commercial, retail, hotel and residential properties, with a focus on mixed-use developments in prime locations at major mass transportation intersections. Swire’s investment portfolio in Hong Kong comprises Taikoo Place, Cityplaza and Pacific Place as well as investments in Mainland China, the US and Singapore.

### **About Pacific Place**

Pacific Place is a large scale, high quality, mixed-use development encompassing floor space of approximately 5.19 million sq ft by gross floor area in the central business district of Hong Kong. It is linked to Admiralty MTR station, with connections to other modes of transport. Since its inception in 1988, Pacific Place now houses around 140 shops and boutiques and one major department store, collectively offering an array of contemporary fashion and international premium brands.



This property development of Swire Properties is also home to four five-star hotels, three Grade-A office towers and 270 serviced apartments. Under the management of Swire Properties, Pacific Place has received numerous awards and recognition, and remains a premier shopping destination in Hong Kong.

**Customer enquiry hotline:** (852) 2844 8988

#### **About Taikoo Place**

Taikoo Place is recognised as one of Hong Kong's best-planned business hubs, managed by Swire Properties. The portfolio offers over 5 million sq ft of prime commercial space for local and multinational corporations. A wide range of cosmopolitan business and leisure amenities are situated within the area, including TAIKOO PLACE APARTMENTS, ArtisTree - a 20,000 sq ft multi-purpose venue, the landscaped garden Taikoo Park, and restaurants and cafes. Also located in Taikoo Place is blueprint, launched by Swire Properties, which comprises a co-working space spanning a total area of 20,000 sq ft. This is Hong Kong's first startup initiative organised by a commercial developer. Within five-minute walking distance is the shopping mall Cityplaza and the lifestyle business hotel EAST, Hong Kong. [www.taikooplace.com](http://www.taikooplace.com)

#### **About ArtisTree**

As a keen supporter of arts and culture, Swire Properties introduced ArtisTree, a unique venue for visual and performing arts, to Taikoo Place in 2008, to make diverse arts and cultural events accessible to local communities. Since its launch, the 20,000 sq ft space has made a significant contribution to Hong Kong's arts scene, with landmark events including the inaugural Vivienne Westwood A Life in Fashion exhibition, The World of Tim Burton, Outside the Box | Frank Gehry exhibition and Building M+: The Museum and Architecture Collection. To facilitate the ongoing redevelopment of Taikoo Place, ArtisTree will be relocated to Cambridge House, re-envisioned as a dynamic space with a programme focusing on performing arts by both local and international artists. The new space will be completed in mid-2017.

#### **About Art Basel**

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, 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.

Art Basel's engagement has expanded beyond art fairs through a number of new initiatives. In 2014, Art Basel launched its Crowdfunding Initiative, in collaboration with Kickstarter. This initiative presents jury-selected art projects to potential benefactors, which include Art Basel's vibrant audience and the Kickstarter community. The initiative has catalyzed much needed support for outstanding non-commercial art projects worldwide and so far has helped pledge over \$1.4 million to creative projects around the world. For Art Basel Cities, launched in 2016, Art Basel is working with selected partner cities to develop vibrant and content driven programs specific to the individual city. Connecting them to the global art world through Art Basel's expertise and network, Art Basel Cities supports its partners to develop their unique cultural landscape. For further information please visit [artbasel.com](http://artbasel.com).

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**Images**

High resolution images, and a further selection, can be downloaded from [gallery.sinclairasia.com](http://gallery.sinclairasia.com)

Password: talkofthetown



**Caption:** British architect Hugh Dutton  
Photo ©Houda Kabbaj



**Caption:** bit.fall pulse, 2015. Courtesy: National Museum of Modern and Contemporary Art, Korea, Photo: Yongkwan Kim



**Caption:** German media installation artist Julius Popp



**Caption:** Zaha Hadid by Mary McCartney



**Caption L:** Zaha Hadid, Installation view, Serpentine Sackler Gallery, London (8 Dec 2016 – 12 Feb 2017) © Zaha Hadid Foundation © 2016 Luke Hayes

**Caption R:** 'Metropolis', 1988: © Zaha Hadid Foundation