

HUGO BOSS

Press Release

HUGO BOSS and the Rockbund Art Museum celebrate the HUGO BOSS ASIA ART Award 2019 in Shanghai

Metzingen/Shanghai, October 18, 2019. With a reception and an exclusive dinner, HUGO BOSS and the Rockbund Art Museum (RAM) are celebrating the opening of the 2019 HUGO BOSS ASIA ART exhibition in Shanghai today. Taking place at the RAM and “The Hakkasan” restaurant, the evening ranks among the week’s highlights in the city’s vibrant cultural scene. The evening’s guest list includes prominent individuals from the art world, journalists, international influencers and select national customers.

“We are pleased to see how the Award has evolved over the past six years. Together with the Rockbund Art Museum we want to invite the art community, our customers and a wider international audience to experience the exciting vibe of Asia’s cultural scene. It is with great pleasure that we are exploring the four nominated artists’ oeuvres in the show, including their latest work,” says Mark Langer, CEO of HUGO BOSS AG.

Open to the public from October 18, 2019 to January 5, 2020, the HUGO BOSS ASIA ART exhibition showcases works of the artists Hao Jingban (China), Hsu Che-Yu (Taiwan, China), Eisa Jocson (Philippines) and Thảo-Nguyên Phan (Vietnam) – the four nominees for this year’s Award. Larys Frogier, RAM Director and Chair of the HUGO BOSS ASIA ART jury, elaborates: “As the HUGO BOSS ASIA ART Award for Emerging Asian Artists has developed in recent years, we have consistently emphasized the motivation to expand beyond the limits of both national and local frameworks.”

HUGO BOSS

In its fourth edition, the accolade continues to focus on emerging artists from Greater China and South East Asia who are in the early stages of their artistic and exhibition practices. Based on this showing of the four artists' works, the winner of the 2019 Award will be selected by the following jury: Larys Frogier, Director, Rockbund Art Museum, Shanghai, and Chair of the HUGO BOSS ASIA ART Jury; Cao Fei, Artist, Beijing; Patrick D. Flores, Art Historian, Curator and Artistic Director, Singapore Biennale; Manila; Gridthiya Gaweewong, Artistic Director, Jim Thompson Art Center, Bangkok; Sunjung Kim, President, Gwangju Biennale Foundation, Seoul; Carol Yinghua Lu, Director, Beijing Inside-Out Art Museum. The winner will be announced on November 6, 2019 and receive a stipend of ¥300,000. Selected artworks from the exhibition can also be experienced in a special augmented reality tour, accessible via a dedicated app.

To underline its commitment to the market, HUGO BOSS will also be presenting its BOSS Pre-Fall 2020 Collection in Shanghai on October 18, the day following the opening of the exhibition. The evening will conclude with a party.

Excerpt from the guest list

Lars Burmeister

Kai Pflaume

Caroline Daur

Marc Forne

Carlo Sestini

Evangelie Smyrniotaki

Michael Xufu Huang

Cao Fei

Thomas Shao

Venus Lau

H U G O B O S S

#HBAA2019

#BOSSarts

Twitter & LinkedIn: @HUGOBOSS

Facebook & Instagram: @boss

Further information on the company can be found at group.hugoboss.com. For the latest news on our collections, visit hugoboss.com.

If you have any questions, please contact:

Dr. Hjördis Kettenbach

Head of Cultural Affairs

Phone: +49 7123 94-83377

E-mail: hjoerdis_kettenbach@hugoboss.com