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**PRESS RELEASE**  
**BASEL | MAY 26 | 2020**

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## **Online Viewing Rooms: Participating Galleries Announced for June 2020**

**The second edition of Art Basel's Online Viewing Rooms will feature an international lineup of 279 leading galleries from 35 countries and territories. From June 19 to June 26, 2020, with preview days from June 17 to June 19, 2020, the second iteration of the Online Viewing Rooms will provide a platform to connect galleries with new and existing collectors worldwide during the COVID-19 crisis.**

Featuring premier galleries from Europe, North and South America, Asia, the Middle East, and Africa, the June edition promises an extensive overview of the diverse art scenes across the world. 10 galleries will be showing with Art Basel for the very first time: Lars Friedrich from Berlin; Emalin and Union Pacific from London; Bridget Donahue, Yancey Richardson Gallery, and Queer Thoughts from New York City; Loevenbruck from Paris; LambdaLambdaLambda from Prishtina; Hosfelt Gallery from San Francisco; and René Schmitt from Westoverledingen. For the full gallery list, please visit [artbasel.com/viewing-rooms](http://artbasel.com/viewing-rooms).

Like Art Basel's physical fairs, the second iteration of the Online Viewing Rooms will be structured into sectors, each with a particular focus. Sectors include: Galleries, the main sector showing painting, sculpture, drawing, installation, photography, video, and editioned works of the highest quality; Edition, dedicated to prints and multiples; Feature, showcasing curated presentations of works by 20th- and 21st-century artists; and Statements, focusing on emerging voices.

While no digital platform can replace the experience of seeing art in real life, Art Basel's Online Viewing Rooms will provide an additional opportunity to stay connected across continents at a time when international travel is nearly impossible. For that reason, a digital events program will accompany the upcoming edition of Online Viewing Rooms. Details on the overall program will be shared in the coming weeks.

The Online Viewing Rooms will be available via the Art Basel website under [artbasel.com/viewing-rooms](http://artbasel.com/viewing-rooms) and the Art Basel App.

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## **NOTES TO EDITORS**

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### **Online Viewing Rooms**

Art Basel's Online Viewing Rooms offer exhibitors an additional platform to showcase artworks to Art Basel's global network of patrons, as well as new collectors and buyers. The new digital initiative runs in parallel to the shows – rather than replacing the physical experience of an art fair – and allows gallerists to showcase additional curated exhibitions of works not presented at the fair. The Online Viewing Rooms are searchable by galleries, artists, medium, and price, and allow collectors to directly contact the gallery with sales inquiries. Like the fairs, the show rooms start with a preview, accessible only to

VIP card holders, followed by several days when the showrooms will be open to the public.

### **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 new digital platforms and a number of new initiatives such as The Art Basel and UBS Global Art Market Report and The BMW Art Journey. For further information, please visit [artbasel.com](http://artbasel.com).

### **Partners**

**UBS, Global Lead Partner** of Art Basel, has supported the organization for more than 27 years. As Art Basel's global network expanded, UBS increased its lead partnership to include all three shows, and as co-publisher of the Art Basel and UBS Global Art Market Report. UBS has a long record of engagement in contemporary art with the UBS Art Collection, one of the world's most distinguished corporate art collections with more than 30,000 works created by artists from more than 75 countries at its core. The firm actively enables audiences to participate in contemporary art through its partnerships with leading cultural organizations around the world. UBS provides its clients with insight into the art market, collecting and legacy planning through its Art Collectors Circle and the UBS Art Advisory Unit. For more information about UBS's commitment to contemporary art, visit [ubs.com/art](http://ubs.com/art).

Art Basel's **Associate Partners** include Audemars Piguet, whose expanding activities in contemporary art include the Audemars Piguet Art Commission, and NetJets – the world leader in private aviation. Art Basel is also supported globally by BMW, who has co-developed with Art Basel the BMW Art Journey, Ruinart, Sanlorenzo, La Prairie, and On. Art Basel's Global Media Partner is The Financial Times. For more information, please visit [artbasel.com/partners](http://artbasel.com/partners).

### **Important Dates for Media**

#### **Online Viewing Rooms**

##### **Preview (by invitation only)**

Wednesday, June 17, 7am ET, 1pm CET, 7pm HK time – Friday, June 19, 2020, 7am ET, 1pm CET, 7pm HK time

##### **Public days**

Friday, June 19, 2020, 7am ET, 1pm CET, 7pm HK time – Friday, June 26, 2020, 7am ET, 1pm CET, 7pm HK time

#### **Upcoming Art Basel shows**

Basel, September 17-20, 2020

Miami Beach, December 3-6, 2020

Hong Kong, March 25-27, 2021

#### **Media information online**

Media information and images can be downloaded directly from [artbasel.com/press](http://artbasel.com/press). Journalists can subscribe to our media mailings to receive information on Art Basel.

For the latest updates on Art Basel, visit [artbasel.com](http://artbasel.com), find us on Facebook at [facebook.com/artbasel](https://facebook.com/artbasel) or follow [@artbasel](https://instagram.com/artbasel) on Instagram, Twitter, and WeChat.

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