
PRESS RELEASE
BASEL | AUGUST 21 | 2020

Art Basel announces new Online Viewing Rooms concept, with two freestanding, thematic editions taking place in September and October

Featuring no more than 100 galleries in each edition and running over the course of four days, this new format will give Art Basel galleries the opportunity to present tightly curated exhibitions drawn from their programs, showing six works simultaneously. Live from September 23 to September 26, "OVR:2020" will be dedicated to works made this year, while "OVR:20c", live from October 28 to October 31, will exclusively feature works created in the 20th century.

Both iterations will be open to proposals from all galleries that have been accepted to an Art Basel fair from 2018 onwards. Applications will be reviewed by newly formed Selection Committees that consist of prominent gallerists. The September "OVR:2020" Selection Committee comprises Sadie Coles, Massimo De Carlo, Mills Morán, Prateek Raja, Lisa Spellman and Jasmin Tsou while the Selection Committee for October "OVR:20c" comprises Emi Eu, David Fleiss, Thiago Gomide, Steven Henry, Lucy Mitchell-Innes and Mary Sabbatino.

In addition to ongoing platform software development, these new Online Viewing Rooms will introduce a new live-chat feature allowing visitors to directly engage with galleries. For the first time, Art Basel will charge for participation in the Online Viewing Rooms platform – a flat fee of CHF 5,000 for either of the upcoming two editions within the novel format.

Marc Spiegler, Global Director, Art Basel said: 'While the art market still faces difficult times, we feel it is pivotal for us to continue exploring different ways of supporting galleries and engaging with our audiences. The highly-focused September and October editions of the Online Viewing Rooms provide our galleries with new opportunities in this highly dynamic moment.'

In December, regardless of whether Art Basel can proceed with the show in Miami Beach, another Online Viewing Rooms event will be taking place with details to follow in the early fall.

The Online Viewing Rooms will be available via the Art Basel website under artbasel.com/ovr and the Art Basel App. More details on participating galleries and their presentations will become available in the coming weeks.

NOTES TO EDITORS

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 original concept of the Online Viewing Rooms was to run in parallel to the shows – rather than replacing the physical experience of an art fair – allowing gallerists to

showcase additional curated exhibitions of works not presented at the fair. Given these extraordinary times, two standalone editions for galleries who were chosen to participate in Art Basel Hong Kong and Art Basel Basel took place in March 2020 and June 2020 respectively. These newly launched formats of Online Viewing Rooms are more focused in theme and scope, giving Art Basel galleries the opportunity to present tightly curated exhibitions drawn from their programs.

Selection Committee for OVR:2020

Sadie Coles, Sadie Coles HQ, London
Massimo De Carlo, Massimo De Carlo, Milan, London and Hong Kong
Mills Morán, Morán Morán, Los Angeles
Prateek Raja, Experimenter, Kolkata
Lisa Spellman, 303 Gallery, New York
Jasmin Tsou, JTT, New York

Selection Committee for OVR:20c

Emi Eu, STPI, Singapore
David Fleiss, Galerie 1900-2000, Paris
Thiago Gomide, Bergamin & Gomide, São Paulo
Steven Henry, Paula Cooper Gallery, New York
Lucy Mitchell-Innes, Mitchell-Innes & Nash, New York
Mary Sabbatino, Galerie Lelong & Co., Paris and New York

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. Art Basel's Global Media Partner is The Financial Times. For further information, please visit artbasel.com.

Important Dates for Media

OVR:2020

Preview (by invitation only)

Wednesday, September 23, 2020, noon (CET) – Friday, September 25, 2020 noon (CET)

Public day

Friday, September 25, 2020 noon (CET) – Saturday, September 26, 2020 midnight (CET)

OVR:20c

Preview (by invitation only)

Wednesday, October 28, 2020, noon (CET) – Friday, October 30, 2020 noon (CET)

Public day

Friday, October 30, 2020 noon (CET) – Saturday, October 31, 2020 midnight (CET)

Upcoming Art Basel shows

Miami Beach, December 3-6, 2020
Hong Kong, March 25-27, 2021
Basel, June 17-20, 2021

Media information online

Media information and images can be downloaded directly from 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, find us on Facebook at facebook.com/artbasel or follow @artbasel on Instagram, Twitter, and WeChat.

Press Contacts

Art Basel, Sarah Norton
Tel. +41 58 206 27 06, press@artbasel.com

PR Representatives for Europe
SUTTON, Sophie von Hahn
Tel. +44 20 7183 3577, sophievh@suttoncomms.com

PR Representatives for North and South America, the Middle East and Africa
FITZ & CO, Yun Lee
Tel. +1 646 589 0920, ylee@fitzandco.art

PR Representatives for Asia
SUTTON, Erica Siu
Tel. +852 2528 0792, erica@suttoncomms.com