

Julius Bär

MEDIA RELEASE

Bank Julius Baer & Co. Ltd.

Julius Baer to exhibit commissioned artwork of emerging artist Chourouk Hriech in its lounge at Art Dubai

Dubai, 27 February 2019 – Julius Baer, the leading Swiss wealth management group, will once again be present at Art Dubai from 20 – 23 March 2019 as a main sponsor of the Fair's Contemporary section. Julius Baer's presence for the fifth consecutive year will be a testament to its ongoing commitment to the art and culture scene in Dubai and across the region.

After years of displaying works of prominent contemporary Swiss artists as part of their Art Collection, Julius Baer has commissioned Chourouk Hriech, a French artist of Moroccan origin, to create and curate an exclusive exhibition in its lounge. Chourouk, who will reveal her artworks for the very first time in Dubai, has been selected as a part of the Bawwaba programme, the newly introduced gallery section at Art Dubai featuring works by artists from, based in, and/or focused on projects about Latin America, the Middle East, Africa and Central and South Asia.

For her exhibition titled – 'A Journey Drawn Through an Archaeology of the Present', Chourouk focuses on creating a bridge between Switzerland and Dubai following Julius Baer's growth story. Through her monochromatic artworks, the artist depicts Julius Baer's journey from its origins in Switzerland dating back to 1890 to expanding and establishing a strong foothold in the Middle East, especially Dubai. Julius Baer (Middle East) Ltd., was one of the first organisations to be licensed by the Dubai International Financial Centre (DIFC) over 15 years ago highlighting the organisation's progressive vision towards the region.

Commenting on the sponsorship, Régis Burger, Head Middle East, Julius Baer (Middle East) Ltd., said: "We are proud to be associated with several arts-related initiatives across our various locations including Art Dubai. Our Art Collection, which features over 5,000 works carefully selected by an expert Art Committee, is a testament to our ongoing commitment to the Swiss art scene. In addition to our support through the Julius Baer Art Collection, we focus on fostering a dynamic blend of both emerging and firmly established artists in our core markets such as Dubai. We are very excited to collaborate with Chourouk Hriech and provide her with a platform to showcase her creative vision at our lounge at Art Dubai."

Commenting on her participation at Art Dubai, Chourouk Hriech said: "I am very honoured that I can exhibit in Dubai for the first time. While researching on Dubai and the UAE, one of the things that struck me was that it is the country of the possible. I am also proud to be working with Julius Baer, the leading Swiss wealth management group and an organisation known for its long-standing commitment to supporting contemporary art and emerging artists."

With a professional practice across Europe, Chourouk Hriech draws exclusively in black and white with thematic elements of places of long-gone memories of her family and childhood. Through her drawings, she attempts to create a connection between different stories and dimensions of time and space. Born in France in 1977, Hriech lives and works in Marseille and studied at the National School Fine Arts De Lyon.

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About Julius Baer

Julius Baer is the leading Swiss wealth management group and a premium brand in this global sector, with a focus on servicing and advising sophisticated private clients. At the end of 2018, assets under management amounted to CHF 382 billion. Bank Julius Baer & Co. Ltd., the renowned Swiss private bank with origins dating back to 1890, is the principal operating company of Julius Baer Group Ltd., whose shares are listed on the SIX Swiss Exchange (ticker symbol: BAER) and are included in the Swiss Market Index (SMI), comprising the 20 largest and most liquid Swiss stocks.

Julius Baer is present in over 25 countries and more than 50 locations. Headquartered in Zurich, we have offices in key locations including Dubai, Frankfurt, Geneva, Hong Kong, London, Luxembourg, Milan, Monaco, Montevideo, Moscow, Mumbai, Singapore and Tokyo. Our client-centric approach, our objective advice based on the Julius Baer open product platform, our solid financial base and our entrepreneurial management culture make us the international reference in private banking.

For more information visit our website at www.juliusbaer.com

About Art Dubai

Art Dubai is a leading international art fair as well as the world's leading platform for Contemporary and Modern art from the MENASA region.

Mirroring Dubai's position as a centre of trade and junction between different cultures, Art Dubai further acts as a place of discovery for art from centres that are usually omitted from the Western mainstream dialogue on art; in geographical terms referring to a region, which has recently become known as the 'Global South'.

Art Dubai promotes regional art and artists by featuring a unique mix of programming and commissioned works, often in partnership with other regional institutions. Redefining the role an art fair should play, Art Dubai cultivates an ecosystem for art, education and thought leadership beyond the commercial aspects of the fair. Two examples of this are the fair's critically acclaimed Global Art Forum, the largest arts conference in the Middle East and Asia, and Campus Art Dubai a one-of-a-kind educational programme in the UAE.

The fair further acts as a grassroots-type institution for art and art production through initiatives such as Residents, a programme-cum-gallery section for international artists, who are invited to the UAE for a 4-8 week residency to immerse themselves in the local scene.

Acting as a digital extension of Art Dubai's offering, Art Dubai Portraits is a commissioned film series profiling artists that are connected to the fair through its programming or participating galleries. This serves as a one-of-a-kind resource for curators and researchers working with art and artists from the region.

The fair is sponsored by Julius Baer and Piaget, with Madinat Jumeirah as the home of the event. The Dubai Culture & Arts Authority (Dubai Culture) is a strategic partner of Art Dubai and supports the fair's year-round education programme. BMW is the exclusive car partner of Art Dubai.

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