



# PRESS RELEASE

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## AXA ART Presents Works from the Corporate Collection at Art Basel in Basel

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**Entity** AXA ART Global Marketing & Communications  
Annamaria Englebert, Head of Global Communications

**Cologne**, June 13, 2016 – Under the theme of “Corporate Collecting: Passion and Patronage” AXA ART is showing works by Swiss artists at the Art Basel fair in Basel.

From June 16th to 19th, 2016, over 280 galleries will show the works of approximately 4,000 artists at Art Basel in Basel. AXA ART has been a supporter of Art Basel in Basel since 2006. The art fair plays a leading role worldwide in the market for modern and contemporary art. This year for the first time AXA ART will show works from its own extensive collection. The exhibition is focused on works by Swiss artists, including Max Bill, Franz Gertsch, Josef Maria Odermatt and Robert Lienhard.

Art collecting plays a central role in the corporate culture of AXA Versicherung (AXA Insurance). Art is seen not only as an object of possession, but also from the aspect of its immaterial value: “We are very happy,” says Kai Kuklinski, Global CEO of AXA ART, “to be able to present a part of our art collection to the guests at Art Basel in Basel. In this way, we are able to draw attention not only to works that we believe are important, but also to the value of corporate collections in general. The exhibition documents our sense of our own corporate identity, our passion for art, and, above all, our efforts to protect art and to maintain its value.”

### **Members of the press, please direct your inquiries to:**

Annamaria Englebert  
Head of Global Communications  
AXA ART Group  
Phone: +49 (0) 221 148 24769, E-Mail: [annamaria.englebert@axa-art.de](mailto:annamaria.englebert@axa-art.de)

### **ABOUT AXA ART:**

Over the past 50 years, AXA ART has been dedicated to excellent service for its museum, gallery, collector and artist clients across the Americas, Asia and Europe. Looking to the future, AXA ART is committed to constantly redefining these standards, working with a real consideration of the way valuable objects are insured and cultural patrimony is protected. [axa-art.com](http://axa-art.com)

### **ABOUT Art Basel:**

Art Basel stages the world's premier art shows for Modern and contemporary works, 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. In addition to ambitious stands featuring leading galleries from around the globe, each show's singular exhibition sectors spotlight the latest developments in the visual arts, offering visitors new ideas and new inspiration. For further information please visit: [artbasel.com](http://artbasel.com)

Further information for the press:  
Global Communications  
Annamaria Englebert  
Head of Global Communications AXA ART Group  
Phone: +49 (0) 221 148 24769, E-Mail: [annamaria.englebert@axa-art.de](mailto:annamaria.englebert@axa-art.de)