

**MEDIA RELEASE**

For Immediate Release

**Singapore Art Museum and Credit Suisse AG Renew  
Three-year Partnership**

*Singapore, 9 March 2011* – The Singapore Art Museum (SAM) and Credit Suisse AG announce today the renewal of their three-year partnership, effective today until 31 December 2013. Established in 2007, the partnership introduced the *Credit Suisse: Innovation in Art Series* of exhibitions to put the spotlight on emerging talents and outstanding practices in contemporary art. In addition to being the presenting sponsor for SAM exhibitions under this series, the Bank also has the distinction of being the first long-term corporate sponsor in the Museum's history.

The partnership renewal between SAM and Credit Suisse AG makes this one of the longest-term museum collaborations in the region. It reflects a strong commitment by both SAM and Credit Suisse AG to work together to showcase the best of Southeast Asian and international contemporary art to museum visitors, offering them unique and varied experiences.

Mr Tan Boon Hui, Director of SAM, said, "SAM is pleased to continue this significant partnership with Credit Suisse AG as we forge new grounds in staging impressive and exciting shows that will further stimulate and shape the contemporary visual arts landscape in Singapore and the region. It is a privilege to work with corporate sponsors such as Credit Suisse, as they share the same

commitment and understanding in preserving and promoting contemporary art and culture in Southeast Asia.”

Mr Lito Camacho, Vice Chairman Asia Pacific and Singapore Country CEO, Credit Suisse, and Board member of the National Heritage Board of Singapore, said, “Credit Suisse is proud to extend our partnership with the Singapore Art Museum in presenting the best of Southeast Asian and international contemporary art in Singapore, through the *Credit Suisse: Innovation in Art Series*. Visual arts is a key sponsorship focus and we seek to build long-term partnerships with important cultural institutions that count as being among the best in their field. In the last 10 years, SAM has firmly established itself as one of the finest museums in Southeast Asia, and is an important forum for the development and appreciation of art in Southeast Asia and makes significant efforts in public education.

Our renewed partnership with SAM also underscores our commitment to giving back to communities where we live and work around the world. Indeed, Singapore is not only home to some of Credit Suisse's most important clients, but is also a key hub for our fast-growing presence in Asia Pacific.

Credit Suisse is very proud to be the first long-term corporate sponsor in the history of SAM and together, we look forward to bringing more exclusive art previews to our clients and inspiring art exhibitions to audiences in Singapore in the coming years.”

The partnership with Credit Suisse AG has presented important Asian contemporary art practices, ground-breaking artists and significant exhibitions from around the world. Nine impressive shows in the last three years were presented, including *Seeing. Feeling. Being: Alberto Giacometti* and *FX Harsono: Testimonies*, together with the prestigious *President's Young Talents 2009 Credit Suisse Artist Residency Award*.

To mark the renewal of the partnership this year, Credit Suisse AG is a key sponsor of the Singapore Biennale 2011 (SB2011) and is presenting two commissions: *The Merlion Hotel* by Japanese artist Tatzu Nishi and *Story Lines (New York, Singapore October/November 2010)* by Swiss artist Beat Streuli. SB2011 opens on 13 March 2011 and will run till 15 May 2011.

### **Credit Suisse and cultural sponsorship**

An important focus for Credit Suisse AG is its continued commitment to the local communities in which it operates throughout the world, especially through supporting arts and cultural organisations. Cultural sponsorship has a long tradition at Credit Suisse AG and is of prime importance as an integral part of the Bank's corporate philosophy. In the world of arts, Credit Suisse AG focuses on fine art, classical music and jazz, and regularly enters into partnerships with leading cultural institutions. In Asia Pacific, these include the Shanghai Museum, the Taipei Fine Arts Museum, Beijing Music Festival and Credit Suisse China Chamber Music Circle.

Credit Suisse AG also partners with arts and cultural institutions that promote young artistic talent such as the Canton International Summer Music Academy and collaborates with the Very Special Arts Singapore in the development of disabled young artists through programmes and workshops.

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### **For more information, please read on:**

**Annex A** – About the Artists: Tatzu Nishi and Beat Streuli

**Annex B** – Upcoming SAM exhibitions presented by Credit Suisse AG

To download images of Tatzu Nishi and Beat Streuli's work, please visit:

<http://www.sendspace.com/file/abk07s>

### **About Singapore Art Museum**

Opened in January 1996, the mission of the Singapore Art Museum (SAM) is to preserve and present the art histories and contemporary art practices of Singapore and the Southeast Asian region. To date, SAM has amassed one of the world's largest public collection of modern and contemporary Southeast Asian artworks with a growing component in international contemporary art. The museum has presented shows covering both local and international art practices, traditional and cutting edge art expressions. Through strategic alliances with international arts and cultural institutions, SAM has been facilitating visual arts education, exchange, research and development within the region and internationally.

### **About Credit Suisse AG**

Credit Suisse AG is one of the world's leading financial services providers and is part of the Credit Suisse group of companies (referred to here as 'Credit Suisse'). As an integrated bank, Credit Suisse offers clients its combined expertise in the areas of private banking, investment banking and asset management. Credit Suisse provides advisory services, comprehensive solutions and innovative products to companies, institutional clients and high-net-worth private clients globally, as well as to retail clients in Switzerland. Credit Suisse is headquartered in Zurich and operates in over 50 countries worldwide. The group employs approximately 50,100 people. The registered shares (CSGN) of Credit Suisse's parent company, Credit Suisse Group AG, are listed in Switzerland and, in the form of American Depositary Shares (CS), in New York. Further information about Credit Suisse can be found at [www.credit-suisse.com](http://www.credit-suisse.com).

### **About Credit Suisse: Innovation In Art Series**

The *Credit Suisse: Innovation In Art Series* began in 2007 as a long-term partnership between the Singapore Art Museum (SAM) and Credit Suisse. The Series enables SAM to showcase important Asian contemporary art practices, ground-breaking artists, as well as significant exhibitions from around the world. Exhibitions presented under the Series include *Seeing. Feeling. Being: Alberto Giacometti*, *Accelerate: Chinese Contemporary Art*, *FX Harsono: Testimonies* and the prestigious *President's Young Talents*. In 2009, as part of Credit Suisse's commitment to promote emerging artistic talent, the Bank also sponsored the inaugural *President's Young Talents Credit Suisse Artist Residency Award*, which confers a cash award and sponsored artist residency to a winning President's Young Talent.

With the visual arts as one of the key themes, Credit Suisse builds lasting relationships with important museums and other institutions around the world. The Bank's support has given SAM the creative freedom and resources to plan ahead, while supporting the Museum's efforts to offer unique, varied experiences to its visitors and create a stimulating environment through contemporary art. For its contributions to SAM, Credit Suisse has been conferred the National Heritage Board's Partner of Heritage award.

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## About the Artists



**Tatzu Nishi, *The Merlion Hotel***, (artist's rendering), 2011, construction-installation, © the artist

### **Tatzu Nishi**

Born 1960, Nagoya, Japan; lives and works in Berlin and Tokyo

Tatzu Nishi uses scale and distance in his installations to propose fresh perspectives on what might be taken for granted or otherwise seem ordinary. His best-known projects have involved the building of rooms around public monuments or architectural elements. The result is two-fold: on one hand, an “instant sculpture” appears in a private space, and on the other, that same piece disappears from the public sphere. Within the room, this dramatic shift from public to private creates an encounter with the sculpture that is both fascinating and uncanny; there is egalitarianism in Nishi’s desire to expose art to all.

*The Merlion Hotel*, Nishi’s project for SB2011, comprises a luxurious temporary hotel room built around Singapore’s iconic landmark, The Merlion, offering visitors a unique perspective on this globally recognised symbol. By shifting our proximity to the Merlion, Nishi stages an uncanny encounter with a public sculpture in the intimacy of a hotel room.

During the day, people can visit *The Merlion Hotel*, while each evening a guest will check in and spend the night. Public and private space collapse in Nishi’s egalitarian

project, bringing the citizen eye to eye with a monument that usually towers far overhead.

Bio: Solo exhibitions and projects in Tokyo, Los Angeles, Dublin, Basel and Sydney; Group exhibitions include *Twist and Shout*, Bangkok Art and Cultural Centre (2009); Scape Biennial, Christchurch (2008); *Ecstasy*, MoCA, Los Angeles (2005); *Projekt Migration*, Kölnischer Kunstverein, Cologne (2005); Yokohama Triennial (2005); Seville Biennial (2004); Liverpool Biennial (2002).



**Beat Streuli, *Story Lines (New York Singapore Oct/Nov 10)*, 2011, Three-channel video projection, Dimensions variable, © the artist and Eva Pressenhuber, Zurich**

### **Beat Streuli**

Born 1957, Aldorf, Switzerland; lives and works in Brussels

Renowned for his street portraiture, Beat Streuli has been documenting 'anonymous urban citizens' around the world since the late 1990s, as part of an ongoing photographic project. At the core of his practice is a focus on ordinary people in the street, contemporary 'flâneurs' going about their daily business. By focusing his telephoto lens on individuals within the crowd, Streuli is able to capture unguarded, intimate moments amidst the flow of everyday urban life. The images are presented in a variety of formats, including large-scale photographs, billboards, slide projections, and video, as well as permanent installations, including Frankfurt Airport and Dallas Fort Worth Airport, Texas. Usually a single location provides the focus of his work, but for SB2011 Streuli will create for the first time, a multi-channel video installation that melds images of two cities: Singapore and New York.

Bio: Solo exhibitions held throughout Europe, the United States and Japan; Group exhibitions include *The Portrait*, Kunsthalle Wien, Vienna (2009); *An Urban History of Photography*, Tate Modern, London (2008); *Mapping the City*, Stedelijk Museum, Amsterdam (2007); Yokohama Triennial (2005); *Restaging the Everyday*, Museum of Modern Art, San Francisco (2001); Biennale of Sydney (1998); Gwangju Biennale (1995).

**Upcoming SAM exhibitions presented by Credit Suisse AG**

Credit Suisse: Innovation in Art Series

***VIDEO: AN ART, A HISTORY 1965-2010***

***A SELECTION FROM THE CENTRE POMPIDOU AND  
SINGAPORE ART MUSEUM COLLECTIONS***

10 June – 18 September 2011

*Video: an Art, a History 1965-2010. A Selection from the Centre Pompidou and Singapore Art Museum Collections* presents Centre Pompidou's well-received new media travelling exhibition with an added Southeast Asian touch. The exhibition has travelled to seven cities around the world since its premiere in Barcelona in 2005. Its Singapore and Southeast Asia debut will feature an expanded exhibition, showcasing SAM's own collection of video works and installations by Southeast Asian artists, such as Lee Wen, Dinh Q Lê, Jun Nguyen-Hatsushiba and Araya Rasdjarmrearnsook, alongside Centre Pompidou's collection by internationally renowned artists such as Nam June Paik, Bill Viola, Bruce Nauman, Jean-Luc Godard, Pierre Huyghe and Isaac Julien.

Based on the video and multimedia installations of the Centre Pompidou and SAM, the exhibition recounts the history of this very contemporary field punctuating the main phases of contemporary art from 1965 to 2010. Today, a young, curious public is anxious to discover these works seen as masterpieces which cannot be transmitted via photographic reproduction. The exhibition is a collaboration between Centre Pompidou Chief-curator of New Media Christine Van Assche and SAM curator Patricia Levasseur de la Motte.

*Video: an Art, a History 1965-2010. A Selection from the Centre Pompidou and the Singapore Art Museum Collections* materialised from a Memorandum of Understanding signed between the Governments of Singapore and France to enhance cultural cooperation. The exhibition will pave the way to further collaborations with Centre Pompidou in 2012.

***President's Young Talents 2012 and President's Young Talents: Credit Suisse Artist Residency Award***

The *President's Young Talents* (PYT) is a contemporary art exhibition series profiling the work of talented young artists from Singapore. PYT is jointly organised by the Istana and the Singapore Art Museum.

In 2009, as part of Credit Suisse's commitment to promote emerging talent, the Bank was the presenting sponsor for both the PYT and the inaugural *President's Young Talents: Credit Suisse Artist Residency Award*, which confers a cash award and sponsored artist residency to a winning President's Young Talent.

Credit Suisse returns as the presenting sponsor for the PYT as well as *the President's Young Talents: Credit Suisse Artist Residency Award* for 2012.