

HUGO BOSS

Press Information

Rirkrit Tiravanija named recipient of HUGO BOSS PRIZE 2004

Exhibition of the artist's work to be presented at the Solomon R. Guggenheim Museum in early 2005

Metzingen, New York. Thomas Krens, Director of The Solomon R. Guggenheim Foundation, and Dr. Bruno Saelzer, Chairman and CEO of HUGO BOSS, yesterday evening announced that the Thai artist Rirkrit Tiravanija has been named the recipient of the HUGO BOSS PRIZE 2004.

The HUGO BOSS PRIZE, a bi-annual international award administered by The Solomon R. Guggenheim Foundation, was established in 1996 to recognize significant achievement in contemporary art. Rirkrit Tiravanija, who will receive an award of \$ 50,000, was selected from a group of six short-listed artists by an international jury of museum curators and collectors. An exhibition of the artist's work will be on view at the Guggenheim Museum in early 2005.

"On behalf of the jury, I am delighted to declare Rirkrit Tiravanija the winner of the HUGO BOSS PRIZE 2004," said Thomas Krens at the award ceremony in New York.

"We - and the Guggenheim Museum - are very proud to announce the winner of the fifth HUGO BOSS PRIZE," said Bruno Saelzer, Chairman and CEO of HUGO BOSS. "This award once again underlines our continuing commitment to the arts. We would like to extend our congratulations to the fascinating winner, Rirkrit Tiravanija, and our thanks to the jury for its outstanding work."

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The short-list of artists for the HUGO BOSS PRIZE 2004 was announced in February and included Franz Ackermann (Germany), Rivane Neuenschwander (Brazil), Jeroen de Rijke und Willem de Rooij (Netherlands), Simon Starling (Great Britain) und Yang Fudong (China), in addition to Rirkrit Tiravanija.

This year marks the fifth presentation of the HUGO BOSS PRIZE. Since its inception in 1996, the PRIZE has been awarded to the American artist Matthew Barney (1996), Scottish artist Douglas Gordon (1998), Slovenian artist Marjetica Potrč (2000) and French artist Pierre Huyghe (2002).

Further information on the Prize and the artists can be found on the website www.hugobossprize.com.

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November 10, 2004