

Metzingen, February 27, 2025

RECOGNIZING TALENTS IN THE WORLD OF ART: BOSS PRESENTS FIRST ART BASEL AWARDS

BOSS is proud to announce its role as Presenting Partner of the all-new Art Basel Awards, consolidating its connection with the world's leading voices in contemporary art and culture.

Unlike conventional awards which focus on singular achievements, the Art Basel Awards recognize practices and contributions of broad and significant impact. They are designed to honor innovative artists creating boundary-crossing works, as well as the organizations and individuals who support them in creating transformative cultural change.

Through its partnership with Art Basel, BOSS aims to recognize those driving the future of art through their creativity, vision, and the strength of the collective. With the support of BOSS, the Art Basel Awards aim to nurture a self-sustaining ecosystem and alumni network, with the continued objective of powering the future of art.

Support for contemporary art is a fundamental part of the culture at HUGO BOSS, which has a longstanding objective to foster interaction between fashion and art and inspire a global public dialog.

"Fashion and art are deeply connected and, as a result, art is an integral part of our DNA. HUGO BOSS has a 30-year history of art sponsorship and by supporting the Art Basel Awards with BOSS, we are taking our commitment to the next level. We are excited to continue driving innovation in the arts and its related fields. With its premium positioning, global relevance, and pioneering spirit, we believe Art Basel is the perfect partner for this endeavor," said Daniel Grieder, CEO of HUGO BOSS.

The Art Basel Awards have nine overarching categories, of which three are dedicated to artists: Emerging, Established, and Iconic creators of art. The remaining six focus on key players and heroes behind the scenes: curators, museums and institutions, patrons, allies, cross-disciplinary creators, and media and storytellers.

Chaired by Vincenzo de Bellis, Art Basel's Director of Fairs and Exhibition Platforms, an International Jury of experts will award Medals to 36 individuals and organizations in recognition of their groundbreaking contributions. Then, in a unique peer-to-peer review and

Press Release

voting process, the 36 Art Basel Medalists will designate 12 Gold Medalists from within their cohort—six artists, and six industry-wide allies and collaborators—who best exemplify the Awards' vision.

Rewards will be tailored to each recipient and their respective category, with Medals unlocking extraordinary new opportunities for creation, exhibition, patronage, and research. For artists who receive a Gold Medal, the Art Basel Awards will reward those in the Emerging category the opportunity to showcase their work at a leading global institution; those in the Established category a major commission for Art Basel; and those in the Icons category a mentoring program to nurture the next generation of rising talents.

"The Art Basel Awards tap the global power of our brand in new and truly significant ways, underlining our absolute commitment to industry leadership through innovation and impact. With this initiative, Art Basel stands to deliver ever more opportunities for the art world's key players, forge new paths for exchange and collaboration across industries, and create new touchpoints with our core and rapidly expanding audience. We are thrilled to partner with BOSS, a brand with a proud history of supporting the arts, to celebrate the cutting-edge work driving the future of art and culture," said Noah Horowitz, CEO, Art Basel.

The 36 Art Basel Medalists will be announced in May, and celebrated at a premier reception in June in Basel, Switzerland, during Art Basel's historic flagship fair. The 12 Gold Medalists will be honored at an exclusive award event—an immersive celebration to be held during Art Basel Miami Beach in December.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/Spring-Summer-2025/The-Art-Basel-Awards.html>

About BOSS and HUGO BOSS:

BOSS is made for bold, self-determined individuals who live life on their own terms, with passion, style, and purpose. Collections offer dynamic, modern designs for those that embrace who they are fully and unapologetically: as their own BOSS. The brand's heritage tailoring, performance suiting, casualwear, denim, athleisure, and accessories cater to the style needs of the discerning consumer. Licensed fragrances, eyewear, watches, and kidswear complete the

Press Release

brand. The world of BOSS can be experienced in over 489 own stores worldwide. BOSS is the core brand of HUGO BOSS, one of the leading companies positioned in the premium segment of the global apparel market. The group offers collections in 131 countries at around 7,800 points of sale and online in 73 countries via hugoboss.com. With approximately 19,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.2 billion in the fiscal year 2023.

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, Hong Kong, and Paris. 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 including the Art Basel App and initiatives such as the *Art Basel and UBS Global Art Market Report*, Art Basel Awards, and Art Basel Shop. Art Basel's Global Lead Partner is UBS. For further information, please visit artbasel.com.

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