

Press release, August 19th, 2016

American Art as Main Feature of ST. MORITZ ART MASTERS

In just one week the St. Moritz Art Masters will be launching in its ninth edition. Once more the festival will be the highlight of the summer program in St. Moritz, as it does not only offer an extensive art program, but also creates the opportunity for extraordinary encounters.

- Press Preview:** August 26th, 2016, at 2 pm | Hotel Kempinski, St. Moritz
With Monty Shadow (Founder), Philipp Noller (Director), Albert Watson (Artist) and Marlene Taschen (Publisher)
- Walk of Art:** August 26th, 2016, 2.30 – 4.00 pm | Start at Hotel Kempinski
- Duration:** August 27th – September 4th, 2016

The contemplative place in the Engadin was predestined for the project from the beginning: Situated in the geographical center of the dynamic economical region between Zurich, Munich, and Milan, St. Moritz with its breathtaking landscape setting has always been a meeting point for artists, intellectuals, economic decision makers and athletes, entrepreneurs and creatives from all over the world. Drawn to its rustic and cozy charm, many different visionaries and characters would meet, which allowed for unexpected encounters as well as an informal exchange of ideas and visions.

The encounter – a key element

For these reasons, Monty Shadow, founder and spiritus rector of the St. Moritz Art Masters, found the renowned small town in the Oberengadin to be the one and only right setting for his goal to create a platform that encouraged such encounters – inspiring, rewarding and not at last, unexpected. „St. Moritz is a unique place – it is no surprise to me that many artists have been intrigued with it. They continuously enrich the Engadin with their artworks as well as their intellectual influence“. From the very beginning, the intention of the St. Moritz Art Masters has been to make this abundance of inspiration, wide-reaching vision and artistic perspectives on global affairs the setting for encounters. This serves as an explanation for the very international program of the exhibits whose focus this year will be on the American art scene.

Geographical focus: the USA

With a varied, cross-genre program, the St. Moritz Art Masters (SAM) places this year's focus on the **USA**. The Forum Paracelsus will present drawings and sculptures by **Robert Longo** as well as an exhibition of **Richard Avedon**, presented by Idea book publishers, with participation of Leon Bruno Body and Clifford Coffin, while the group show at the Protestant Church will feature works by iconic American artists **Robert Rauschenberg** and **Frank Stella**. Not far from there, in the gymnasium of the local school building, Montblanc will show a selection from its Cutting Edge Art Collection, including works by **Tom Sachs**, **Pat York**, and **Nicholas Foraker**. Extraordinary exhibitions can be seen at local galleries as well: Andrea Caratsch Gallery will showcase exquisite photographs by New York-based artist duo **McDermott & McGough**; Robilant + Voena will host a solo show by American shooting star **Alexis Rockman**; while Vito Schnabel Gallery, the latest star gallery addition, will exhibit works by **Andy Warhol**, **Jean-Michel Basquiat**, **Julian Schnabel**, and **Laurie Anderson**. Last but not least, this year's gallery line-up will be completed by the show of renowned gallerist Karsten Greve.

Albert Watson and Cartier Award

As in the former editions of SAM, photography will be paid tribute as well. Kulm Hotel will present the book "GOAT – Muhammad Ali" by TASCHEN which does not only give a unique insight into the life of the recently deceased champion, but has also recently been complimented especially by President Barack Obama. The exhibition "Kaos" by fashion photographer **Albert Watson** at the Kempinski Hotel will showcase a best-of his legendary photographs, supported by TASCHEN publishers. On 27 August 2016, Watson will be honored with the Cartier Award for his lifetime work.

2017 Anniversary

Regarding the upcoming 10 year anniversary next year, the current outcome appears to be positive: every year the St. Moritz Art Masters manages to not only present a carefully curated art program which has already brought some of the biggest names in contemporary art to St. Moritz, such as Gerhard Richter, Ai Weiwei, Francesco Clemente, Mike Kelley, Julian Schnabel or Laurence Weiner, to name a few. The event's true radiant power can also to be noticed away from and around the exciting installations: every year the St. Moritz Art Masters invites a wide variety of guests – artists, collectors and opinion leaders, decision makers and creatives of major luxury companies, locals and visitors – to experience personal encounters, be it in the exhibitions, the Walk of Art or at lunch on top of the mountain, while having a drink at the hotel lobby, in private or at a gala dinner. Founder Monty Shadow purposely chooses to inspire a dialog of the arts with other worlds, such as branding and publishing, engineering and automobile as well as fashion and film.

For next year's tenth anniversary celebration he has big plans in mind: it is supposed to become the most extensive and elaborate edition of the St. Moritz Art Masters. More information about the content of the anniversary edition is to be expected in the following months.



Artist list (subject to change): Josef Albers, Richard Avedon, Jean-Michel Basquiat, Pierrette Bloch, Louise Bourgeois, Lawrence Carroll, Francesco Clemente, George Condo, McDermott & McGough, Kane Do, Lucio Fontana, Nicholas Forker, FriendsWithYou, Robert Gratiot, Gotthard Graubner, Keith Haring, Mimmo Jodice, Martin Kippenberger, Sherrie Levine, Lucy Liu, Robert Longo, Jeff Lutonsky, Joan Miró, Claire Morgan, Jorge Pardo, Richard Phillips, Rene Ricard, Tom Sachs, David Salle, Kenny Scharf, Julian Schnabel, Vincent Szarek, Alexis Rockman, Gideon Rubin, Georgia Russell, Joel Shapiro, David Smith, Pierre Soulages, James Turrell, Cy Twombly, Michael Vasquez, Albert Watson, Andy Warhol, and Pat York.

Partners: Cartier | Montblanc | Hewlett Packard | Pirelli | Lamborghini Cars | Ducati Bikes | TASCHEN | Audi

Sponsors: Kempinski Grand Hotel des Bains St. Moritz | Kulm Hotel St. Moritz | Hotel Suvretta House | Nira Alpina

Media partner: ARTOLOGY

9. ST. MORITZ ART MASTERS 2016

Founder: Monty Shadow (Milan) | **Director:** Philipp Noller (St. Moritz) | **Consultant:** Reiner Opoku (Berlin)

More information about this year's arts and culture festival **ST. MORITZ ART MASTERS** can be found on the website www.stmoritzartmasters.com that is being updated constantly.

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