

Title: Making Time for Art
Publication: ZbBz
Date: June 2014

爱彼AUDEMARS PIGUET SPECIAL



Li Tianbing, *Manger Avec Les Pandas*, 2012 (Courtesy of Art Plural Gallery)

Unlike artists of yore, who have restricted access to the world, contemporary artists today are researching, referencing, creating and proliferating in a highly cross-cultural and international context, whether they like it or not.

Swiss watch manufacturer Audemars Piguet, which has been a longtime supporter of the arts, finds great synergy with these developments. According to Oliviero Bottinelli, managing director of Audemars Piguet in Asia, the brand's global presence in the field of the arts was a natural progression of its pursuit of creativity, innovation and the spirit of independence.

"Our inseparable ties as associate partner of Art Basel is a highlight of our involvement in major contemporary art shows and is a representation of our constant exploration in the intertwining worlds of artistic excellence and technical mastery," he says.

Indeed, it is this pursuit of artistic collaboration which led to Audemars Piguet backing Art Plural: Voices Of Contemporary Art, a book project which was unveiled during Art Stage Singapore in January. The selection of 27 leading international contemporary artists featured is curated by Swiss gallerist Frederic de Senarcens of Art Plural Gallery.

Founded by Frederic and Carole de Senarcens, Art Plural Gallery presents solo and group exhibitions, installations, public art projects, conferences and art publications. Given



Fabienne Verdier, *L'un*, 2012 (Courtesy of Art Plural Gallery)

MAKING TIME FOR ART 为艺术播种

通过各项计划，爱彼致力栽培来自亚洲各地的当代艺术家，并向世界展示他们作品。

Audemars Piguet is dedicated to embracing and showcasing contemporary artists from Asia and the region

TEXT JEREMY GOPALAN / 英强

that Art Plural Gallery and Audemars Piguet both share a passion for quality, technique, and skill, as well as a strong eye for aesthetics, the partnership germinated organically.

According to Frederic de Senarcens, the book allows the reader to see art through the eyes of an art dealer. "It presents a diversity of talents from all over the world and represents a small selection from a wide range of artists that are very relevant to today's world," he says.

The artists featured are as varied as they are intriguing. From China to India and Europe to the Americas, the artists profiled clearly help foster dialogue by bridging East and West in today's globalised art world. These artists include Ali Banisadr, Ian Davenport, Bernard Frize, Imran Qureshi, Pablo Reinoso, Tian Taiquan, Bernar Venet, Fabienne Verdier, Zhang Huan and Zhang

Xiaogang.

Banisadr's abstract paintings, for instance, blend personal memories and imagination with Persian and Islamic historical influences to give voice to his childhood experiences of the Iran-Iraq war, while Pakistan-born Qureshi's work utilises traditional Mughal miniature painting techniques to portray 21st-century interpretations of society, politics and nature.

Despite the daunting number of names involved, Frederic de Senarcens says that owing to a strong pre-existing relationship with collaborators Michael Peppiatt, who is an esteemed art critic and curator, Jane A. Peterson, a Singapore-based journalist who writes for the Financial Times and other global publications, and Audemars Piguet, they were able to move very quickly with the project; it was completed in six months.

“This is an incredible achievement for all of us considering the size of the project and the large selection of 27 artists. The experience of connecting with all 27 artists, running interviews, building the design of the book and putting it all together has been amazing and invaluable,” he adds.

What makes the book particularly relevant is the fact that it is full of insights that benefit both seasoned art collectors and readers who are new to contemporary art. Artist chapters showcase large-scale, true reproductions that allow the artworks to stand alone and, at the same time, to be viewed in conjunction with the artist's larger body of work. What readers will also find satisfying is that the book explores the works of artists who have acquired lasting international recognition as well as those at the cusp of notoriety.

For Audemars Piguet, this art project serves to underscore the connection between art and watchmaking. As a further indication of its support of the local arts scene, Audemars Piguet also partnered with the Prudential Eye Awards, which is an initiative to celebrate and recognise artistic talent from across greater Asia. For this inaugural awards, one of China's foremost contemporary artists, Liu Xiaodong, was honoured with a Millenary 4101 timepiece for Outstanding Contribution to Asian Art, sponsored by Audemars Piguet. According to Bottinelli, it was a timepiece that reflected artistic interpretations in its unique three-dimensional appearance and atypical architecture design, making it most apt for this award.

Summing up its interest in the arts scene, Bottinelli says: “Haute horlogerie and the arts are closely related as both are devoted to creativity and mastery. These projects were excellent platforms for us to highlight the We consider our watches pieces of art and our watchmakers skilled and talented artisans.”



(From left to right) Frederic de Senarclens, Chin Bottinelli, Michael Peppiatt, Jill Lloyd, Carole de Senarclens, Oliviero Bottinelli

Art Plural: Voices Of Contemporary Art was completed in six months.

随着本地民众对艺术的兴趣越发加深，他们对艺术的认知与理解也自然提升，与此同时，艺术家们也在多个领域创作。艺术家们开始立足于国际舞台上，不断研究、参考、创作并施展其影响力。

长期支持艺术的瑞士制表品牌爱彼，对这样的发展趋势有共鸣。爱彼亚洲执行总裁奥利维埃罗博蒂内利（Oliviero Bottinelli）说，爱彼涉国际艺术领域，是对创意、创新与独创精神追求的自然发展。“爱彼作为巴塞尔艺术展的合作伙伴，突显我们支持各大当代艺术展的热忱，也象征爱彼不断探索超凡艺术与精湛工艺之间的共融之处。”

的确，爱彼就是凭着这股追求与艺术交流的精神，赞助今年1月于“艺术登陆新加坡博览会”上揭幕的《Art Plural：当代艺术之声》书籍。此艺术项目由Art Plural画廊瑞士籍创办人桑纳克朗斯（Frédéric de Senarclens）策划，汇集27位国际顶尖当代艺术家的作品。由弗雷德里克和卡罗莱（Carole de Senarclens）创办的Art Plural画廊，主办个人和群展，有装置艺术和公共艺术项目，也举办研讨会及出版艺术刊物。Art Plural画廊与爱彼同样重视品质、技术和工艺，且具备卓越审美观，促进彼此合作。

弗雷德里克说，出版书籍有助读者从艺术经销商的角度来欣赏艺术。他说：“这本书不但展示来自世界各地多才多艺的艺术家，也从众多艺术家挑选了小部分与现今社会息息相关的艺术家。”

《Art Plural：当代艺术之声》所介绍的艺术家既多样化又耐人寻味。从中国到印度，从欧洲到美洲，书中所展示的艺术家在极大程度上有助促进东西方文化在当今全球化艺术界的对话。这群才华横溢的艺术家包括：Ali Banisadr、Ian Davenport、Bernard Frize、Imran Qureshi、Pablo Reinoso、田太权、Bernar Venet、Fabienne Verdier、张洵和张晓刚等。举例说明，Banisadr将自己的记忆与受波斯与伊斯兰历史影响的想象力融入其抽象作品中，进而抒发自己经历两伊战争的儿时经验；出生于巴基斯坦的Qureshi采用传统莫卧儿微绘技巧来描绘21世纪的社会、政治与大自然。

说，由于自己与知名艺术评论家兼策展人Michael Peppiatt、为《金融时报》和其他国际刊物撰写专



金光采，《聚合 10》，2010 (Courtesy of Art Plural Gallery)

题的驻新加坡记者 Jane A. Peterson 等合作伙伴早已建立稳固关系，故能在短短六个月内迅速完成这项计划。

他说：“这次计划规模之大及参与艺术家之多，能完成是个了不起的成就。此外，与27位艺术家联系、安排采访、构思书籍设计到最后推出成品的整个过程，非常美妙与珍贵。”

值得一提的是，此书非常贴近生活，无论是经验丰富的艺术收藏家或初涉当代艺术的读者，都能从其宝贵见解中获益良多。艺术家章节展示的大幅作品，在真实再现艺术品的同时，也体现艺术家作力的艺术家之余，也揭示一批处于风口浪尖备受争议的艺术家的。

对爱彼而言，这项艺术项目旨在强调艺术与制表工艺密不可分的关系，但爱彼并没有就此停止。为进一步支持本地艺术界，爱彼也与Prudential Eye Awards艺术奖项合作。该奖项旨在表扬泛亚太地区表现卓越的艺术家的。在首届奖项中，中国当代顶尖艺术家之一的刘小东荣获亚洲艺术杰出贡献奖，并获得由爱彼赞助的一只Millenary 4101腕表。博蒂内利说，这只腕表以其独特的立体外观和非典型架构设计体现出爱彼对艺术的诠释，故与此奖项配搭无间。

博蒂内利总结爱彼对艺坛的兴趣时说：“高级钟表与艺术紧密相连，因为两者都致力于创意和精湛技艺。这些项目对我们来说，是强调技艺与艺术两者密不可分的绝佳平台。我们将旗下的腕表视为艺术珍品，我们的制表师就是技艺超凡的艺术家。”