

SWATCH RETURNS AS MAIN PARTNER OF THE 60TH INTERNATIONAL ART EXHIBITION – LA BIENNALE DI VENEZIA

BIEL, JANUARY 2024

Swatch is proud to announce its return as main partner of the Biennale Arte 2024, one of the most prestigious contemporary art exhibitions in the world. At the upcoming 60th edition of the exhibition, Swatch will showcase artworks at both the Giardini and the Arsenale venues. At Giardini, Swatch will host the imaginative work of a celebrated contemporary artist from Asia. Bridging the gap between Shanghai and Venice, with Swatch Faces 2024, the Swatch Art Peace Hotel will present the artistically diverse works of five of its former artists-in-residence at the Arsenale.

As a longstanding partner of the Biennale Arte and passionate supporter of contemporary art and artists since its founding, Swatch has contributed to the previous exhibitions with innovative and creative initiatives featuring emerging and celebrated artists including Ian Davenport, Joe Tilson and Joana Vasconcelos.

The Biennale Arte 2024, titled "Stranieri Ovunque - Foreigners Everywhere" and curated by Adriano Pedrosa, will take place from April 20 to November 24, 2024.

ABOUT SWATCH ART PEACE HOTEL

The Swatch Art Peace Hotel in Shanghai, China, opened in 2011 and is an artist residency open to all creative minds. It is a place where artists from all over the world enjoy space and time to work in freedom and develop themselves in a dynamic community of extraordinary, international, creative, and challenging minds. Since its opening, the artist residency has welcomed over 500 artists from 58 countries.

ABOUT SWATCH

Positive provocation and joie de vivre made in Switzerland: since its founding in 1983, Swatch has shaken up the watch industry. Thanks to its striking designs which always reflect the zeitgeist, Swatch is one of the leading watch manufacturers and the most sought-after brands in the world – and has always stayed true to itself. The company surprises again and again, whether it be with regularly released new models or special collections. The revolutionary way in which Swatch thinks and acts has always been evident with its early involvement in action sports, such as BMX, skateboarding and surfing. The Swatch Art Peace Hotel in Shanghai embodies the brand's love of art and brings together artists from around the world.



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