**Media Release**

Bank Julius Baer & Co. Ltd.

**Julius Baer showcases Shirana Shahbazi masterpieces at Art Dubai 2016**

**The Bank announces sponsorship of Art Dubai Contemporary and reinforces commitment towards Forum Fellows programme.**

Dubai, 24 February 2016 – Julius Baer, the leading Swiss private banking group, has announced today its partnership with Art Dubai, the leading international art fair in the Middle East, Africa and South Asia region, for a second year in a row. As part of its sponsorship of Art Dubai Contemporary, the Bank will be showcasing the work of one of the region’s most prominent artists and Swiss resident, Shirana Shahbazi, in addition to renewing its support for the fair’s Forum Fellows programme. In its tenth year, Art Dubai is set to take place in Madinat Jumeirah, Dubai from 16 to 19 March 2016, and will be held under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai.

Featuring artwork from 94 galleries across the UAE and over 40 countries from around the world, the fair serves as a platform to support the growth of the creative contemporary arts landscape in the region, and connect it to the global arts scene. As one of the main sponsors of the event, Julius Baer will be showing artworks by Shirana Shahbazi from the Julius Baer Art Collection at its lounge. Shirana Shahbazi is an internationally renowned artist and her work has been widely recognised and exhibited at some of the leading institutions across the world including the Museum of Modern Art, New York; The Hammer Museum, UCLA, Los Angeles; and the Museum Boijmans van Beuningen, Rotterdam. The Bank will be featuring different series of works, from still lifes to color-field abstractions and lithographs at Art Dubai.

Further underlining its support for the exhibition, Julius Baer will be also be sponsoring the Art Dubai’s ongoing fellowing programme for mid-career art practitioners. This intensive Forum Fellows initiative features discussions and workshops to help exceptional writers based in the Middle East hone their writing skills, share and debate experiences, while engaging with international editors, critics, curators and museum directors that attend the fair.

Commenting on the sponsorship and the Bank’s ongoing support for the local arts scene, Daniel Ph. Savary, Head of Sub-Region Middle East, Bank Julius Baer said: “As the leading private bank with a rich heritage, we have always been dedicated to supporting important cultural initiatives around the world. This year, we are proud to continue our association with Art Dubai due to the role it plays in promoting the thriving arts scene in the Middle East, and we are particularly pleased to showcase art from Shirana Shahbazi’s work thus reiterating our commitment to the burgeoning and diverse arts landscape here. Our ongoing dedication to continue supporting this fair is a clear reflection of our understanding of its importance to the community here, and highlights our commitment to our presence in the UAE and the broader Middle East.”

The Bank will showcase selected Shirana Shahbazi pieces from the Julius Baer Art Collection which adorn the walls of its offices and premises around the world. The Julius Baer Art Committee has been collecting Shirana Shahbazi since 2007 and has now an interesting collection of her work. The Bank’s commitment to supporting and promoting visual art dates back to the early 1930’s when the Baer family started the collection and developed strong relationships with many artists. Today, the Bank’s corporate collection counts over 5,000 pieces and specialises in works by contemporary artists of Swiss nationality or artists who live in Switzerland.

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**About Julius Baer**

Julius Baer is the leading Swiss private banking group, with a focus on servicing and advising sophisticated private clients and a premium brand in global wealth management. Julius Baer’s total client assets amounted to CHF 385 billion at the end of 2015, including CHF 300 billion of assets under management. Bank Julius Baer & Co. Ltd., the renowned Swiss private bank which celebrated its 125th anniversary in 2015, is the principal operating company of Julius Baer Group Ltd., whose shares are listed on the SIX Swiss Exchange (ticker symbol: BAER) and are included in the Swiss Market Index (SMI), comprising the 20 largest and most liquid Swiss stocks.

Julius Baer employs a staff of over 5,000, including more than 1,200 relationship managers, and is present in over 25 countries and more than 50 locations. Headquartered in Zurich, we have offices in key locations including Dubai, Frankfurt, Geneva, Hong Kong, London, Lugano, Monaco, Montevideo, Moscow, Mumbai, Singapore and Tokyo. Our client-centric approach, our objective advice based on a unique open product platform, our very strong financial base and our entrepreneurial management culture make us the international reference in private banking.

For more information visit our website at www.juliusbaer.com

**About Art Dubai**

Art Dubai is held under the Patronage of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

Art Dubai is held in partnership with The Abraaj Group and is sponsored by Julius Baer and Piaget. Madinat Jumeirah is home to the event. The Dubai Culture and Arts Authority is a strategic partner of Art Dubai and, along with Dubai Design District (d3), supports the fair’s year-round education program.

Art Dubai 2016 includes 94 galleries, presented across three program – Contemporary, Modern and Marker. Art Dubai’s extensive not-for-profit program includes Art Dubai Projects; an exhibition of works by winners of the annual Abraaj Group Art Prize; a range of educational program including the Sheikha Manal Little Artists Program and the community school Campus Art Dubai; and the critically-acclaimed Global Art Forum.

The tenth edition of Art Dubai takes place March 16-19, 2016.

[artdubai.ae](http://www.artdubai.ae)

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