

UNDER STRICT EMBARGO UNTIL 00:00 (UK TIME) 26 JUNE 2014

MILESTONE CONTEMPORARY ART EXHIBITION TO BE UNVEILED AT ARTSCIENCE MUSEUM, SINGAPORE

Prudential Singapore Eye to debut as the largest exhibition on Singapore contemporary art to-date at ArtScience Museum, Marina Bay Sands

Singapore, 26 June, 2014 – Celebrating the 50th anniversary of Singapore's independence, the Prudential Eye Programme, in collaboration with ArtScience Museum at Marina Bay Sands, will present *Prudential Singapore Eye* from 17 January 2015. *Prudential Singapore Eye at ArtScience Museum* will be a key highlight of Singapore Art Week in January 2015 alongside international art fair, *Art Stage Singapore* (22—25 January 2015) as well as the second *Prudential Eye Awards for Asian Contemporary Art* (22 January 2015).

Recently named as one of the world's top 12 cities to watch for exciting contemporary art, Singapore is fast becoming internationally recognised for its dynamic, young, contemporary arts scene. *Prudential Singapore Eye* aims to provide a current survey of the country's emerging artistic talent from a global perspective. It also seeks to showcase the depth and diversity of Singapore's visual arts scene as well as to raise the profile of Singapore artists in the international art world.

An iconic structure along the Marina Bay waterfront in Singapore, ArtScience Museum is the cultural component of Marina Bay Sands, Singapore's premier integrated resort. As a museum sitting at the intersection of arts, science and technology, ArtScience Museum provides a unique platform to drive international conversations between local and international artists. The museum is also strategically positioned to pave the path and provide a glimpse into the future of Singapore's contemporary arts scene.

An estimated 25 artists will be selected by an international curatorial panel for the exhibition at ArtScience Museum. The exhibition will be accompanied by a comprehensive book featuring a wider selection of 75 Singapore contemporary artists published by the Eye Programme in partnership with Italian publisher Skira. The book will be launched in conjunction with the opening of the exhibition.

Prudential Singapore Eye and the *Prudential Eye Awards* are the latest initiatives of the Prudential Eye Programme, founded in 2009 by collectors and philanthropists Serenella and David Ciclitira in partnership with the Saatchi Gallery, celebrated for its unique vision in recognising artistic talent and life insurance giant Prudential. In just five short years, the Eye Programme has become an internationally recognised brand synonymous with the celebration of high-calibre emerging art.

David Ciclitira, Founder of the Prudential Eye Programme, said:

"We are delighted to be part of Singapore Art Week during the 50th anniversary of Singapore's independence. Singapore is fast gaining recognition as a capital for cultural exchange within the

global arts community and together with Art Stage Singapore, we hope to kick-off the Jubilee celebrations with an incredible release of artistic energy within the city both during the week and after. This is a major step forward in raising awareness about the outstanding work being created by the art community in Singapore. Of course, none of this would be possible without the generous support of Prudential, ArtScience Museum at Marina Bay Sands and the Singapore Government."

Lawrence Wong, Singapore Minister for Culture, Community and Youth, welcomed the exhibition as one that would enhance Singapore's reputation as a global art capital. He said:

"The Prudential Singapore Eye will add to the vibrancy of Singapore's visual art landscape. It is a good platform to showcase our most promising arts talents, and to further enhance our position as a regional centre for the arts. I thank the organisers and partners for their strong support for the Singapore Eye. The show's debut in the year when Singapore celebrates our 50th anniversary of our independence gives it added meaning and significance for all of us."

Honor Harger, Executive Director of ArtScience Museum, said:

"We are proud to be partners on this exhibition, which fittingly honours Singapore's most talented contemporary artists in a year that celebrates the country's 50th year of independence. The establishment of ArtScience Museum since 2011 has aided Singapore along in its journey to create a world-class art and culture scene. This exhibition is part of our ongoing work to enhance the vibrancy of Singapore's art ecosystem, and to showcase the work of local artists on a world stage."

Honor will also join the international curatorial team, which includes Serenella Ciclitira, Founder of Global Eye Programme, Nigel Hurst, Gallery Director and Chief Executive of Saatchi Gallery, London and Johnson Chang, independent curator and art critic to choose the 25 artists represented in the exhibition.

Barry Stowe, Chief Executive of Prudential Corporation Asia, said:

"We are delighted to be playing a part in celebrating Singapore's 50th anniversary with the launch of Prudential Singapore Eye. There is no better way to gain an insight into the heart and soul of a nation than through its art. Prudential has a rich history in Singapore spanning more than 80 years, and we are proud to be building on our presence with this milestone exhibition recognising some of Singapore's best contemporary artists."

The Prudential Singapore Eye and the Prudential Eye Awards join Art Stage Singapore in kick-starting Singapore Art Week with a myriad of quality art experiences.

Lorenzo Rudolf, Founder / Director, Art Stage Singapore, said:

"As Singapore Art Week's flagship event and major catalyst, Art Stage Singapore has been injecting vibrancy and internationality into the lion city's arts and cultural scene since 2011. Today, Singapore is the region's global art capital, and the art fair is surrounded by an entire Art Week. The thriving local art scene demonstrates Singapore's strength in spirit and expression and increasingly establishes the city in an international context. The Prudential Singapore Eye exhibition will be the next important milestone in Singapore's impressive cultural development, offering a unique opportunity to discover

and enjoy its artistic heritage. It will be a wonderful opening of Singapore's 50th anniversary celebrations."

Today's announcement is made in conjunction with the opening of the inaugural START art fair in London, also founded by the Prudential Eye Programme. Featuring 46 galleries from 21 countries, the fair is dedicated to supporting international galleries from both the world's most exciting emerging markets, and established artistic centres.

More information on the exhibition will be unveiled in the coming months.

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Notes to Editors:

About Prudential Singapore Eye

Held at the ArtScience Museum, the Singapore exhibition will run from January 17, 2015. Prudential Singapore Eye seeks to support emerging Singaporean artists and provide opportunities for their work to reach global audiences.

Admission details will be released at a later date.

About the Prudential Eye Programme

Established in 2008 by David and Serenella Ciclitira and sponsored by life-insurer Prudential, the Prudential Eye Programme is an initiative that nurtures artistic talent. The programme aims to develop arts infrastructure in territories where this is lacking, in order to provide artists with the platforms, support and recognition they need to develop their careers. It works to build networks and opportunities for artists and galleries through strategic partnerships and a variety of platforms.

Previous projects from the Prudential Eye Programme include *Korean Eye* (2009 to 2012), *Indonesian Eye* (2011), *Hong Kong Eye* (2013) and *Prudential Malaysian Eye* (2014): a series of international touring exhibitions and publications providing emerging Asian artists with opportunities to showcase their work. To date, the programme has held eighteen exhibitions worldwide, which have been viewed by over two million people.

In January 2014, the Prudential Eye Programme launched the *Prudential Eye Awards* in Singapore, honouring the accomplishments of emerging artists throughout greater Asia and launching a creative education programme with the British Council.

David and Serenella Ciclitira have been collectors and patrons of contemporary art for over two decades. In 1990 they founded a series of awards at the Royal College of Art: the *Parallel Award* for painting and the *Serenella Ciclitira Scholarship* for sculpture; to this day, these significant contributions continue to provide valuable financial support and stipends for graduating fine artists.

About Parallel Contemporary Art

Parallel Contemporary Art is a not-for-profit organisation dedicated to supporting emerging artists across the world. It was founded by David and Serenella Ciclitira who have been collectors and patrons of contemporary art for over two decades. 23 years ago, as part of their commitment to supporting emerging artists, they founded two annual awards at the Royal College of Art, London; the Parallel Prize for painting and the Serenella Ciclitira Scholarship for sculpture, both of which continue to provide valuable support and stipends for graduating fine artists. Through their love of travel and discovering new artistic talent, they realised young artists in many parts of Asia were under supported and going unnoticed. To help develop the careers of these emerging Asian artists, they launched the Prudential Eye Programme, an initiative that nurtures worldwide artistic talent.

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

About ArtScience Museum

ArtScience Museum at Marina Bay Sands is the museum that celebrates creativity, the processes at the heart of art and science, and their role in shaping society. Since its opening in February 2011, the

ArtScience Museum has staged major exhibitions by some of the 20th century's key artists, including Salvador Dalí, Andy Warhol and Vincent Van Gogh, as well as exhibitions which explore aspects of scientific history.

ArtScience Museum seeks to understand what drives creative people, how they acquire and use their skills, and how the world around us is changed because of it. The Museum presents exhibitions and programmes to deliver these stories using a combination of beautiful design, intriguing content and intellectual discussion, in order to inspire the creativity in all of us.

Featuring 21 gallery spaces totalling 50,000 square feet (4650 m²), the iconic lotus-inspired building has played host to major international touring exhibitions from renowned collections in the world. Current exhibitions showing at ArtScience Museum include "Dinosaurs: Dawn to Extinction" and "Annie Leibovitz A Photographer's Life 1990-2005".

About the Saatchi Gallery

The Saatchi Gallery was founded in 1985 with the aim of making contemporary art accessible to the widest possible audience by providing an innovative platform for emerging artists to show their work. Over the last four years the Saatchi Gallery has hosted ten out of the top 15 most visited exhibitions in London according to The Art Newspaper's survey of international museum attendance. It is also ranked amongst the world's top three most liked museums on Facebook and Twitter by Museum Analytics. The Saatchi Gallery website has become a global meeting place for people interested in contemporary art.

About Prudential Corporation Asia

Prudential Corporation Asia is a business unit of Prudential plc (United Kingdom)*, comprising its life insurance operations in Asia, and its asset management business, Eastspring Investments. It is headquartered in Hong Kong.

Prudential is a leading life insurer that spans 13 markets in Asia, covering Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, The Philippines, Singapore, Taiwan, Thailand and Vietnam. Prudential has a robust multi-channel distribution platform providing a comprehensive range of savings, investment and protection products to meet the diverse needs of Asian families.

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About the Prudential Eye Awards

The second edition of the Prudential Eye Awards will be held on January 22, 2015. Further details will be announced in the forthcoming weeks.

www.prudentialeyeawards.com