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08.2014 Publ. No. PU00467EN
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Julius Bär

EXCELLENCE IN ART

2016



OUR HERITAGE

As the leading Swiss private banking group, Julius Baer has a long history of providing excellent wealth management solutions to clients. This heritage extends to our commitment to art, with our passion for long tradition of supporting artists.

The Julius Baer Collection encompasses over 5000 artworks, including paintings, photographs, sculptures, videos, graphics and drawings.

THE JULIUS BAER ART COMMITTEE

Established by Hans J. Baer (1927-2011) in 1981, the Julius Baer Art Committee is responsible for new acquisitions in the collection. Its ongoing objective is to collect the works of artists of Swiss nationality or artists who live in Switzerland, focusing on those that are on their way to becoming established, but are still relatively unknown at the time of the first purchase. From that point, the Committee will follow an artist's career and will purchase more works as the oeuvre develops.

Sitting on the Art Committee are three Julius Baer relationship managers, the head of strategy research, two members of the art unit and, notably, no one from senior management. This helps the committee maintain its independence and make purchases that are meaningful to the overall collection. It is the committee that decides what to buy, following much deliberation and considering the advice from its external experts.

“Our strategy is to keep an eye on young artists who have gained some interest and who time and again demonstrate their creativity.”

Barbara Straubli,
Curator of Julius Baer Art Collection

OUR COMMITMENT

Corporations are playing an increasingly important role in the development of contemporary art worldwide. Over the past 50 years, it has been corporations to a greater extent that have provided the financial input needed to support the art scene, as museums and private collectors are no longer in a position to commit in the same way. The ongoing dedication of our management to the collection is a clear reflection of our commitment to art and society.

At Julius Baer, art is not something to be shut away but something to be experienced daily, allowing it to become integral to the culture and environment of the company. The large collection of contemporary Swiss art is intended to promote discussion among employees and support young artists.

ART IS PART OF OUR DAILY LIVES

Selected pieces from the Julius Baer Art Collection are displayed in halls, offices and conferences rooms of Julius Baer offices around the world. They are meant to be part of daily life. Interested clients are offered guided tours of the collection at the Julius Baer head office. The collection gives staff the opportunity to connect with clients in a unique way.

In addition to the art collection, our sponsorship of various art platforms also shows our dedication in supporting art and our engagement in the local communities.

THE JULIUS BAER ART COLLECTION

For more details, please visit our virtual museum at: www.juliusbaer.com/art-collection



Lex Vögtli, *1972
Jungbrunnen, 2006
Oil on wood, 55 x 70 cm