



ArtWorks

by Deutsche Bank

AIDAF

Milan, 16th April 2015

Passion to Perform





Art builds.

Art questions.

Art transcends borders.

Art works!

The Deutsche Bank Art Program

The rationale behind it



Contemporary art as a think tank for the future

- Art often anticipates developments before the mainstream.
- New perspectives lead to new and innovative approaches benefitting society and business alike.

Creating access: Deutsche Bank's art program

- Using manifold ways & media to make the potential of art accessible and tangible to as many people as possible.
- Art makes Deutsche Bank accessible as a platform for communication.

Global Engagement

- Support of joint projects with museums, art fairs and other institutions.
- The "Artist of the Year" award provides a platform to contemporary artists.
- ArtMag (print/online) provides insight into the international art scene and the bank's role within it.

The Deutsche Bank Collection

History



Art objects in 2014: 59.192

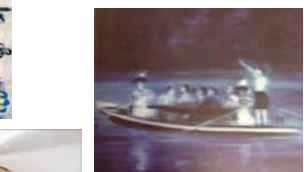
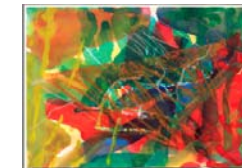
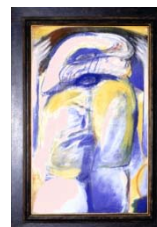
Art in the modernized
Deutsche Bank Towers since
2011

Art objects in 1986: 2.844

Art at work
Opening of
Deutsche Bank Towers in
Frankfurt in 1986

Art objects in 1956 : 73

Art at work
New York, West 57th
Street: First branch with
art opens in 1956



The Deutsche Bank Collection

The global art program



Germany



Europe



The Americas

Middle East / Africa



Asia / Pacific

Over 60,000 artworks at 900 Deutsche Bank locations in 40 countries

The Deutsche Bank Collection

Clear emphasis on contemporary (1)



German Impressionism / Expressionism 1870-1914



Bauhaus / Neue Sachlichkeit 1918-1933

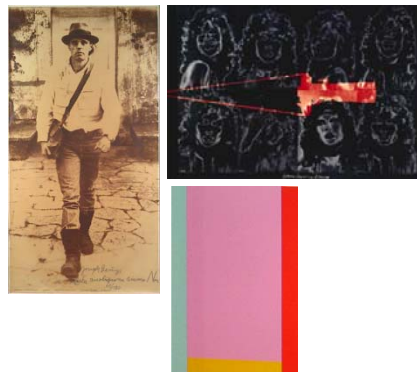


Art movements after 1945

Informel



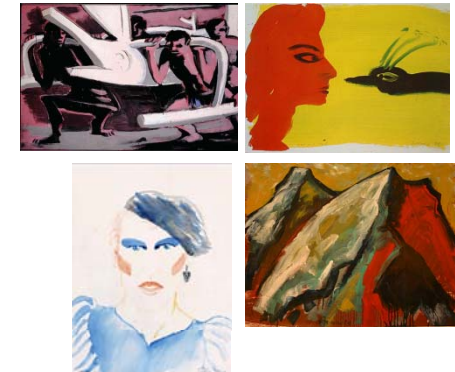
Beuys and his students



Düsseldorfer Schule



Neue Wilde



The Deutsche Bank Collection

Clear emphasis on contemporary (2)



Art movements after 1945

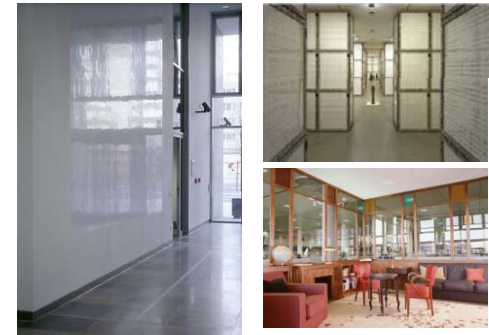
US / British Pop Art



Young British Artists



Conceptual Art



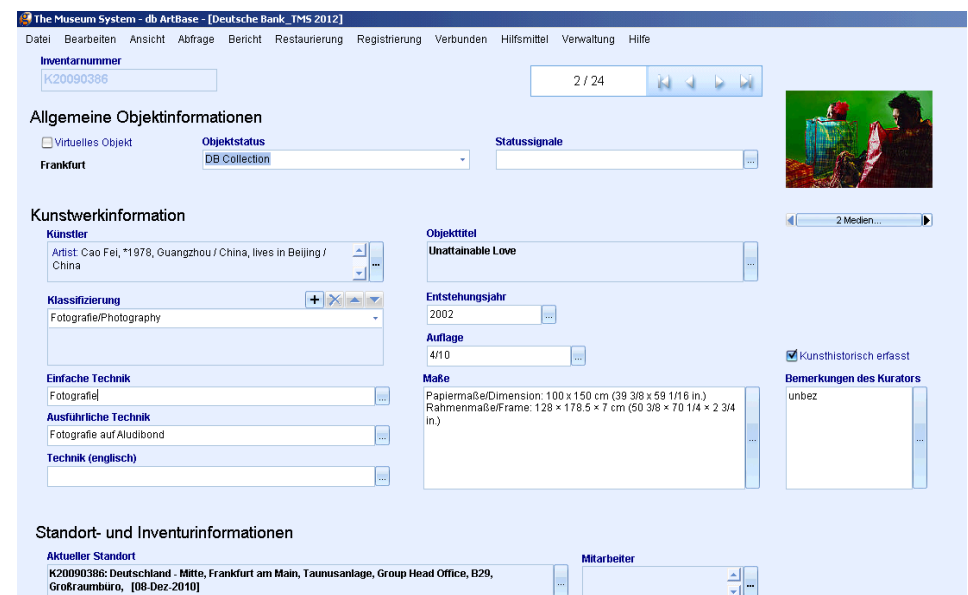
Contemporary international positions after 1989



db ArtBase



- Customized version of TMS (= The Museum System) developed by Gallery Systems
- in use at Deutsche Bank since 2009
- administration and inventory of more than 60 000 objects in 900 branches and buildings globally



The Deutsche Bank Collection

Flagship Frankfurt



38	Cai Guo-Qiang		
37	Tadashi Sato		
36	Miwa Yanagi		
35	Wong Hoy Cheong		
34	Yang Fudong		
33	Shilpa Gupta		
32	Dayanita Singh		
31	Fiona Tan		
30	Yan Pei-Ming		
29	Cao Fei		
28	Raymond Pettibon		
27	Ellen Gallagher		
26	Elizabeth Peyton		
25	Carlos Garaicoa		
24	Rivane Neuenschwander		
23	Kara Walker		
22	Mike Bouchet		
21	Laure Owens		
20	Dr. Lakra		
19	Amy Cutler		
18	Marcel Dzama		
17	Larissa Fassler		
16	Pablo Bronstein		
15	Ian Tweedy		
14	Zwelonke Mithethwa		
13	Samuel Fosso		
12	Zohra Bensemra		
11	Yehudit Sasportas		
10	Yto Barrada		
09	Maha Maamoun		
08	Wangechi Mutu		
07	Shirin Aliabadi		
30	Andreas Slominski		
29	Neo Rauch		
28	Tobias Rehberger		
27	Martin Liebscher		
26	Birgit Brenner		
25	Matthias Weischer		
24	Annette Kelm		
23	Nedko Solakov		
22	Peter Doig		
21	Claudia + Julia Müller		
20	Angus Fairhurst		
19	Pavel Pepperstein		
18	Santiago Sierra		
17	Gavin Turk		
16	Mathilde ter Heijne		
15	Adrian Paci		
14	Osman Bozkurt		
13	Tim Stoner		
12	Paola Pivi		
11	Wilhelm Sasnal		
10	Charles Avery		
09	Yana Calovski		
08	Anni Sala		
07	Ivan Grubanov		

- **Facilities:** 1,800 art works by 100 artists from more than 40 countries.
- **Concept:** Art from five regions: Asia / Pacific, The Americas, Middle East / Africa, Europe, Germany.
One artist on each floor.
- **Special:** The ArtSpace presents site-specific projects
- **Collection Tours:** Client tours, employee tours, public tours.

Deutsche Bank KunstHalle

A global platform for emerging art



With **Deutsche Bank KunstHalle**, the bank expands its global art activities by opening its own exhibition space, creating an even more globally oriented platform for contemporary art.

Deutsche Bank KunstHalle is a statement of the bank's commitment to Berlin – and a valuable contribution to contemporary art from all over the world.



Exhibition Program

Artist of the Year	Guest curator	Deutsche Bank Collection	Joint ventures	Berlin
Young international artists with focus on works on paper and photography.	Internationally renowned player to curate exhibitions from the Deutsche Bank Collection.	International touring exhibitions from the Deutsche Bank Collection	Exhibition in cooperation with global partner institutions or collections	Exhibitions related to the Berlin art scene.

Global presence with more than 130 exhibitions and art projects since 1982 in 33 countries



Global presence with more than 130 exhibitions and art projects since 1982 in 33 countries



Themes

- All the Best
- Bauhaus
- Berliner Bilder
- Blind Date
- Giganti
- Man in the Middle
- Between Tradition and Drawing
- 25 Years of the Deutsche Bank Collection
- 40 Years of Contemporary Art



Solo exhibitions

- Georg Baselitz
- Joseph Beuys & Walter Pichler
- Günther Förg
- Cai Guo-Qiang
- Imi Knoebel
- Bernhard Martin
- Emil Nolde
- Walter Pichler
- Neo Rauch
- Tobias Rehberger

Touring exhibitions

- Beuys and Beyond
- Joseph Beuys and His Students
- Time Present

Artist of the Year

- Wangechi Mutu
- Yto Barrada
- Roman Ondák
- Imran Quereshi
- Victor Man
- Koki Tanaka

Projects



Sponsored Exhibitions

- Dress Code, Art Sawa, Dubai (2011)
- Made in Italy, Villa Borghese, Rome (2011)
- Renaissance Faces, Bode Museum, Berlin (2011)
- Sigmar Polke, Museu de Arte de Sao Paulo (2011)
- Nedko Solakov, Ikon Gallery, Birmingham (2012)



Fairs

- Frieze Art Fair London, Frieze Art Fair New York, Frieze Masters
- Art Hong Kong, Art Fair Tokyo
- Tefaf, Maastricht



Corporate Partnerships

- Museum of Contemporary Art, Sydney
- Ruhr 2010, Collection Tours
- Städel Museum, Frankfurt

Grants & Awards

- Artist of the Year
- Views Art Prize
- Villa Romana

“Artist of the Year” by Deutsche Bank



- Deutsche Bank’s “Artist of the Year” [award is committed to the present.](#)
- Selection based on the [recommendation of Deutsche Bank’s Global Art Advisory Council](#) which includes: Okwui Enwezor, Hou Hanru, Udo Kittelmann, Victoria Noorthoorn, and Stefan Krause.

Program:

- [Solo exhibition](#) at the Deutsche Bank KunstHalle in Berlin
- A [comprehensive catalogue](#) and an exclusive edition, designed by the artist
- Selection of the artist’s [works on paper will be acquired](#) for the Deutsche Bank Collection

Frieze Art Fair



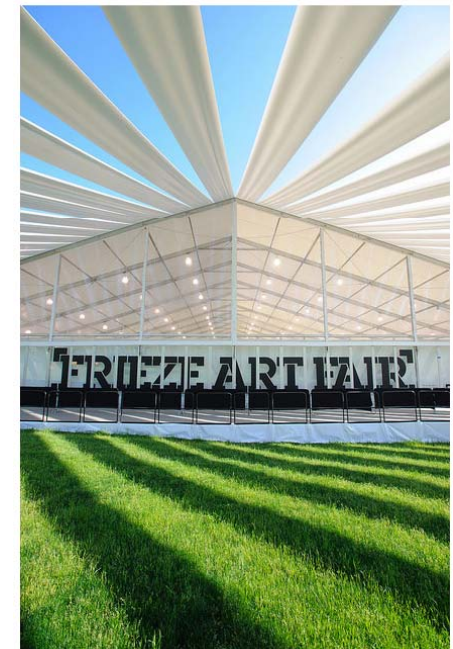
- Deutsche Bank has been the main sponsor of Frieze Art Fair for the past eleven years
- Sponsorship of Frieze New York and Frieze Masters in London expands this relationship and continues a tradition
- Plattform for client entertainment, networking and acquisitions for Deutsche Bank Collection



Frieze London,
Deutsche Bank Lounge



Frieze Masters



Frieze Art Fair New York

Global Art Advisory Council



The Global Art Advisory Council (GAAC), a committee consisting of four internationally renowned curators, advises the bank's art department—among other things in their selection of the “Artist of the Year”

Okwui Enwezor



- since 2009:
Member of the GAAC
- Director of
Haus der Kunst, Munich
- Artist director of
Venice Biennale 2015

Hou Hanru



- since 2009:
Member of the GAAC
- Director of
MAXXI, Rome

Udo Kittelmann



- since 2009:
Member of the GAAC
- Director of
National Gallery Berlin

Victoria Noorthoorn



- since 2012:
Member of the GAAC
- Director of
Museo de Arte Moderno,
Buenos Aires

Making Deutsche Bank's art accessible

State of the art campaigning



ArtCard

Access to 60 museums worldwide



Art Calendar

Art around the year



Guided Tours in Frankfurt, London, New York...

Direct encounters with the collection



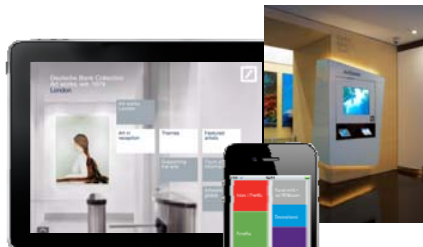
Deutsche Bank KunstHalle

The platform for contemporary art in Berlin through exhibitions and educational program



Exhibitions international

Collaborations with museums & exhibitions on the road



ArtApps, ArtStation

The collection to go



Social networks

Reaching audiences through Facebook & Twitter



Internet & Intranet

Information online for for external & internal audiences



ArtMag

The editorial window in print & online



Publications

High profile documentations



Deutsche Bank Lounges

Frieze Art Fair, Tefaf – opportunities for client's entertainment

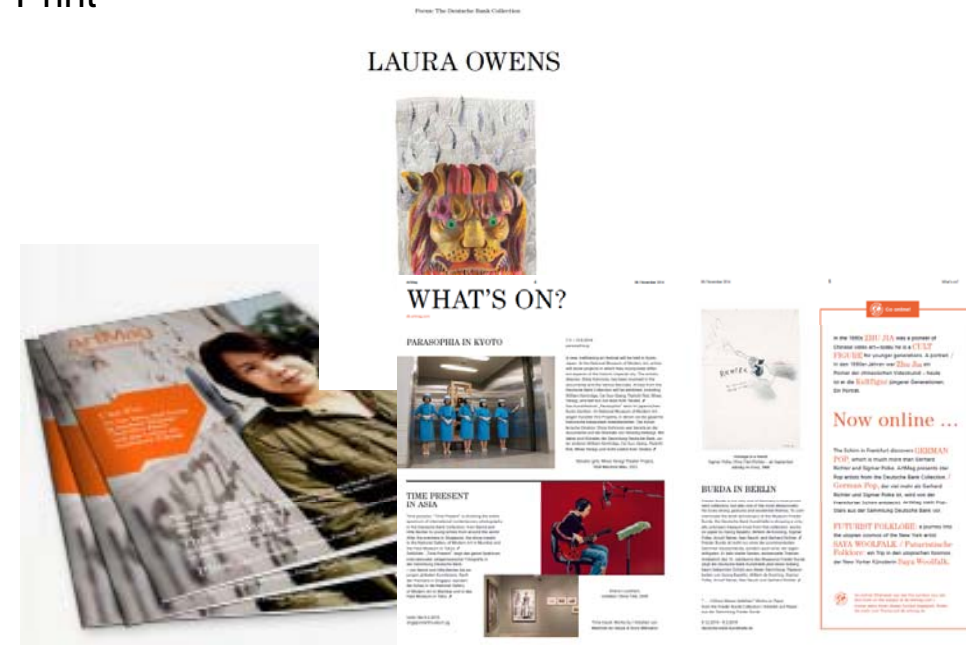


Online



- Editorial focus on different aspects of the art program
- Content on the level of international art magazines
- Underlines credibility and sustainability of the art commitment
- Networking tool (art world)

Print



- Personalized focus on Deutsche's art activities through interviews, profiles, and reportages
- Tangible and visual
- High value - underlines our commitment to art
- Tool for direct approach - linking up with clients on different occasions
- Double usage of editorial content (db-artmag.com)

Products around art



- **Publications:** High profile catalogues of DB (sponsored) exhibitions.
- **ArtCard:** Free access to over 60 museums worldwide.
- **Art Calendar:** For clients with motifs from the collection.
- **Editions:** Accompanying Deutsche Bank KunstHalle exhibitions. Distribution through ArtShop and Deutsche Bank KunstHalle.
- **Credit Cards Art Edition:** Choose between 3 motifs from the collection.