



Ullens Center for
Contemporary Art
尤伦斯当代艺术中心

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Auction Preview &
Table Reservations

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Event Date
November 20, 2014

Event Venue
UCCA

Press material also available for
download from the UCCA website

UCCA Gala and Benefit Auction 2014 raises RMB 9 million to support the Center's art and cultural programs

With over 400 guests and artistic direction from the artistic collective Polit-Sheer-Form, the UCCA Gala and Benefit Auction 2014 set a new standard for museum fundraisers in China.

Released on November 22, 2014

On November 20, 2014, the Ullens Center for Contemporary Art (UCCA) hosted the UCCA Gala and Benefit Auction, marking the Center's seventh anniversary with a diverse group of friends and supporters. As UCCA's most important annual event, the Gala received 414 guests, including many members of the UCCA Patrons Council, artists, corporate sponsors, curators, gallerists, and the UCCA management team. Total funds raised more than doubled estimates, reaching RMB 9 million, with RMB 8 million derived from the Benefit Auction. The landmark success of the UCCA Gala and Benefit Auction offers a new model for not-for-profit cultural institutions in China to expand their fundraising channels.

Debuted in 2012, the UCCA annual gala is a highlight of the capital's artistic and social calendar. Each year UCCA appoints an artistic director for the Gala, this year turning to the collective Polit-Sheer-Form (composed of artists Hong Hao, Xiao Yu, Song Dong, Liu Jianhua, and curator/critic Leng Lin) whose exhibition "Polit-Sheer-Form: Fitness For All" opened alongside the event. For the gala, Polit-Sheer-Form covered the entirety of UCCA's Great Hall in their signature color, Polit-Sheer-Blue. The night was filled with surprises, as UCCA CEO May Xue took the stage to recite a puzzling poem entitled "Aesthetics," while Director Philip Tinari jokingly prodded the audience with a report written in pseudo-official parlance. Chinese, English, and sign language announcers marked the pace of the evening, which also featured an original choral performance, a trumpeter, and several other acts. Guests were given an artistic feast of the senses as well as a gustatory feast of several courses prepared by leading Beijing chef Kenny Fu. Rounds of applause came from all corners of the Great Hall.

The Benefit Auction, supported by Sotheby's, featured twenty-one lots from artists

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who have recently shown or will soon show at UCCA, donated by the artists and their galleries. Competition over the lots was heated, with **Sterling Ruby's *BC (4919)*** receiving the highest hammer price at RMB 2.1 million, falling on the heels of the major UCCA exhibition "The Los Angeles Project" in which Ruby featured prominently. Altogether the benefit auction raised a recording-breaking RMB 8 million. All proceeds from the UCCA Gala and Benefit Auction 2014 are used to support UCCA's diverse program of exhibitions, public programs, and cultural events.

Key quotes:

UCCA Founder Baron Guy Ullens: "This year's Gala is extraordinary. I can feel all our guests are just as excited as I am. This is one of the most beautiful moments of my life."

UCCA CEO May Xue: "UCCA's sustained development is closely linked to the support of our friends in all fields."

UCCA Director Philip Tinari: "The UCCA Patron's Council has selflessly provided a wealth of support for this institution."

Acknowledgement

Sponsor: Davidoff Art Initiative

Support & Partners: Sotheby's, Martell, Kenny Fu

Artistic Direction: Polit-Sheer-Form

Artists and organizations that donated works to the Benefit Auction include: David Diao, Hao Liang and Vitamin Creative Space, He An and Tang Contemporary Art Beijing-Bangkok, He Xiangyu and WHITE SPACE BEIJING, Yong Hou and Tang Contemporary Art Beijing-Bangkok, Ji Dachun, Jiang Pengyi and AIKE-DELLARCO, William Kentridge and Goodman Gallery, Polit-Sheer-Form, Sterling Ruby, Shang Yixin, Shi Zhiying and WHITE SPACE BEIJING, James Cohan Gallery, Song Kun, Wang Jianwei and Long March Space, Wang Keping, Wang Yin, Wen Ling and Star Gallery, Xu Zhen - Madeln Company, Zhao Gang and AYE Gallery, Zhao Yao, Myriam Ullens and MAISON ULLENS.

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Donors

Director's Table:

BEIJING DSH AUTO CO., LTD, Tomorrow Art

Patron's Table:

Alan and Lawrence, Dior, K11 Art Foundation, Lunar Capital, Meng Kui, Morgan Stanley, Pin Art, RedStar Macalline, Helmut Rebstock, **Sotheby's**, UCCA Creative Studio, Zhang Ziyin

Sponsors Table:

AIKE-DELLARCO, Alan and Lawrence, Beijing Commune, Boers-Li Gallery & Star Gallery, Marian Goodman Gallery, K11 Art Foundation, Lehmann Maupin, Lisson Gallery, Long March Space, Lunar Capital, Meng Kui, Morgan Stanley, Pace Beijing, Platform China, PIN ART, RedStar Macalline, **Helmut Rebstock**, **Sotheby's**, Tang Contemporary Art Beijing-Bangkok, UCCA Creative Studio, WHITE SPACE BEIJING

About the Ullens Center for Contemporary Art

The Ullens Center for Contemporary Art (UCCA) is an independent, not-for-profit art center serving a global Beijing public. Located at the heart of Beijing's 798 Art District, it was founded by the Belgian collectors Guy and Myriam Ullens and opened in November 2007. Through a diverse array of exhibitions with artists Chinese and international, established and emerging, as well as a wide range of public programs, UCCA aims to promote the continued development of the Chinese art scene, foster international exchange, and showcase the latest in art and culture to hundreds of thousands of visitors each year.

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