

Credit Suisse's Art Sponsorship

**Collaborative,
Sustainable, Networked**

Reliable Long-Term Partner

Art is the window through which man recognizes his superior ability, wrote Giovanni Segantini. Art helps us focus on the essential. It is thought-provoking. That is why Credit Suisse has been supporting selected institutions at home and abroad for over 40 years. In Switzerland, countless museums draw in people with their diverse collections, including nationally renowned and important institutions with international appeal. For large, first-rate museums such as the Kunsthau Zürich, the art museums in Bern, Basel and Winterthur, the MASI Lugano, as well as outstanding regional galleries such as the Fondation de l'Hermitage in Lausanne, it is particularly important to be able to build on reliable and long-term partnerships when competing for public interest and financial support.

Credit Suisse does not limit itself to the role of sponsor, but also provides expertise, a first-class network of contacts, and a variety of project ideas.

The Credit Suisse Collection

The Credit Suisse collection, which has been growing since 1975, now includes around 10,000 works of contemporary art. In 1997, important early 20th-century Swiss paintings and drawings were added from the collection of the former Swiss Volksbank. The bank displays these works in its offices and loans pieces to national and international exhibitions. In expanding the collection, Credit Suisse strongly focuses on the promotion of young talent and acquires works by promising contemporary Swiss artists.



The bank thus helps artists to establish themselves while, at the same time, organically expanding its own collection to include important representatives of Swiss contemporary art.

Credit Suisse Supports the Following Institutions in Switzerland

Kunsthau Zürich (since 1991)

With 17 paintings by Edvard Munch, the Kunsthau Zürich has the largest collection of Munch's work outside Norway. The Kunsthau also owns other important collections. First and foremost among these is the collection of the Alberto Giacometti Foundation, which covers all major parts of the artist's oeuvre, as well as the most famous set of works by Johann Heinrich Füssli (Fuseli) and the Bührle and Looser collections. Credit Suisse has been involved with the Kunsthau Zürich since 1991 and has been an official partner since 2005. It sponsors each year's main exhibition as well as various public relations and outreach projects. www.kunsthau.ch

Kunstmuseum Basel (since 2012)

The Kunstmuseum Basel is one of Switzerland's oldest and most renowned art institutions. Its main focus is on paintings and drawings by artists from the Upper Rhine region between 1400 and 1600, as well as art from the 19th to the 21st centuries. Highlights include works by Cranach and Grünewald as well as Böcklin, van Gogh, Gauguin, and Cézanne. The museum houses the world's largest collection of works by the Holbein family. Credit Suisse supports one special exhibition every year. www.kunstmuseumbasel.ch

Kunstmuseum Bern (since 1996)

The Kunstmuseum Bern is the oldest art museum in Switzerland with a permanent collection. It holds works spanning nine centuries, many of which are masterpieces of nationally and internationally famous artists, including works by Paul Klee, Pablo Picasso, Ferdinand Hodler, and Meret Oppenheim. The Kunstmuseum Bern and Zentrum Paul Klee merged under the single umbrella foundation KMB-ZPK in 2015 and have a joint

management. The bank supports two exhibitions each year as the main sponsor. www.kunstmuseumbern.ch

Kunst Museum Winterthur (since 1995)

Starting this year, art in Winterthur will have a new name: The former Kunstmuseum Winterthur, the Oskar Reinhart Museum, and – after its renovation is complete – Villa Flora will all appear under a single master brand: Kunst Museum Winterthur. The collection at the Kunst Museum Winterthur comprises major works of international art from the Impressionist period to the present day. The former Oskar Reinhart Museum complements the Kunst Museum Winterthur's collection and will allow for interdisciplinary exhibitions and provide a new art history context. Credit Suisse has been a partner of the Kunstmuseum Winterthur since 1995, and will continue to support the Kunst Museum Winterthur in its new form. www.kmw.ch

Museo d'Arte della Svizzera italiana, Lugano (MASI Lugano, since 1992)

Credit Suisse has supported the Museo d'Arte Lugano since 1992, becoming an

official partner in 2008. In 2015, the Museo d'Arte and the Museo Cantonale d'Arte combined to form MASI Lugano – Museo d'Arte della Svizzera italiana, Lugano, which is housed in the new LAC Lugano Arte e Cultura center. The MASI Lugano has drawn a diverse audience to Lugano and the multidisciplinary LAC venue ever since. In addition to interesting temporary exhibitions, MASI Lugano also exhibits works from its collection, spanning artists from Jean Arp, Lucio Fontana, and Ugo Rondinone to Paul Klee and Markus Raetz.

Credit Suisse is a sponsor of both the LAC and the MASI Lugano. www.luganolac.ch

Fondation de l'Hermitage in Lausanne (since 2000)

The Fondation de l'Hermitage displays temporary exhibitions and collection presentations. The foundation's collection has been augmented by numerous donations from private collectors and foundations. Credit Suisse sponsors one exhibition per year. www.fondation-hermitage.ch

Your Contacts

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