



## **PRESS RELEASE**

For Immediate Release

### **ART SG announces the SAM ART SG Fund: a new benefactor-led fund supporting annual acquisitions for Singapore Art Museum's permanent collection of international and Southeast Asian contemporary art.**

Launching at the third edition of ART SG in 2025, the SAM ART SG Fund will allocate SGD \$150,000 for acquiring artworks by leading and emerging artists at the international art fair. These acquisitions will become part of SAM's permanent collection, reinforcing the museum's role as a node for contemporary art and contribute to a culture of philanthropy within Singapore. The Fund is made possible through the generous contributions of arts patrons Carmen Yixuan Li, Pure Yichun Chen, and other anonymous donors, with advisory support from Zong Han, Cultural Strategist, and Shuyin Yang, Fair Director ART SG.

This initiative reflects a strong commitment to enhancing the museum's international collection while fostering meaningful and enduring partnerships between its founding patrons, the Singapore Art Museum, and ART SG. It also represents a significant contribution to the growth and vibrancy of Singapore's arts ecosystem.

Recurring annually for an initial commitment period of three years, the Fund will support SAM's acquisition of significant artworks at each edition of ART SG. Following their acquisition, artworks will be made available for public viewing through SAM's exhibition programming. This dedicated effort highlights the commitment of participating donors and all involved parties to fostering visual arts education and expanding public access to art in Singapore.

**Eugene Tan, CEO and Director, Singapore Art Museum**, said: "This initiative will grow the breadth of SAM's collection and strengthen our commitment to collecting works by international artists that engage meaningfully with global and regional discourses. We thank our patrons and partners for supporting the growth of our collection to benefit our audiences."

**Shuyin Yang, Fair Director, ART SG**, added: "We are honoured to realise the SAM ART SG Fund launching at the third edition of ART SG, through the generous support of our patrons. This initiative will significantly broaden the fair's impact within Singapore's art and culture landscape, fostering connections between artists, galleries and institutions, and supporting the expansion of Singapore Art Museum's collection of international art, alongside its world-class Southeast Asian permanent collection."



**Magnus Renfrew, Co-Founder, ART SG**, said: “The inauguration of the SAM ART SG Fund is an important indicator of Singapore’s increasing importance as a cultural hub within Asia Pacific. ART SG is thrilled to see this ambitious project come to fruition, and eagerly support its role in bolstering the local ecosystem and create a legacy for generations to come.”

The third edition of ART SG, presented by Founding and Lead Partner UBS will be held at the Marina Bay Sands Expo and Convention Centre, Singapore, from 17 to 19 January 2025 (VIP Preview and Vernissage 16 January).

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#### **ABOUT ART SG**

As the leading art fair in Southeast Asia, ART SG is a dynamic new platform showcasing the most visionary and exciting contemporary art from the region and globally. Under the direction of Fair Director Shuyin Yang and Co-Founder Magnus Renfrew, and organized by The Art Assembly, ART SG was launched in January 2023 at the Sands Expo and Convention Centre at the heart of Singapore’s financial district. In January 2022 MCH Group, the parent company of Art Basel, acquired a 15% shareholding in ART SG.



The first two editions of the fair welcomed significant local, regional, and international galleries alongside a cutting-edge program of commissioned and site-specific installations, experimental film, thought-provoking talks and performances.

Bringing progressive concepts and curation to the Singapore art landscape, ART SG delivered a custom-built fair of international standard and best practices, working from ground up to build a distinctive identity while fostering artistic excellence and cultural dialogue across Southeast Asia and the broader Asia Pacific region.

Differentiated from other art fairs, ART SG is geared towards the interests of the globally minded collector and aims to expand these interests by promoting new discourse and connections; encouraging cross-border collecting and a broad network of collectors and galleries forming relationships in Singapore.

#### **ABOUT SINGAPORE ART MUSEUM**

Singapore Art Museum opened in 1996 as the first art museum in Singapore located in the cultural district of Singapore. Known as SAM, the museum presents contemporary art from a Southeast Asian perspective for artists, art lovers and the art curious in multiple venues across the island, including a new venue in the historic port area of Tanjong Pagar.

The museum is building one of the world's most important public collections of Southeast Asian contemporary art, with the aim of connecting the art and the artists to the public and future generations through exhibitions and programmes. SAM is working towards a humane and sustainable future by committing to responsible practices within its processes.

To find out more, visit [www.singaporeartmuseum.sg](http://www.singaporeartmuseum.sg).