

# CLASSIC DRIVER

## Maybach and UBS in partnership for Majorcan art exhibition



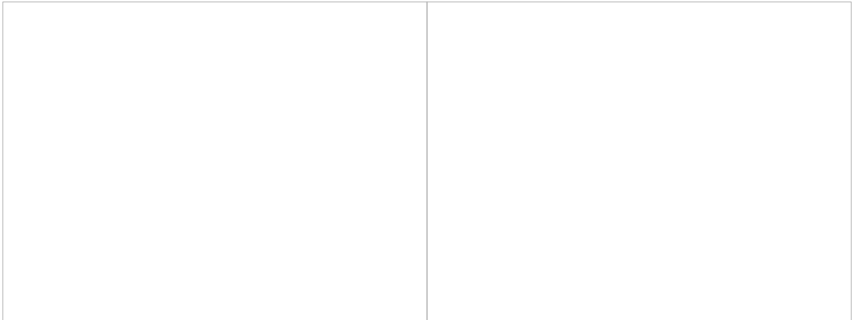
**The exhibition ARTSEASONS based in the centre Cas Pellers in Binissalem, Majorca, will show sixty works of art from well established artists as well as from newcomers. ARTSEASONS is a private undertaking, and UBS and Maybach/DaimlerChrysler have entered into a partnership with the joint-venture between Prince Franz von Auersperg and the magazine ARTinvestor.**

Around ten galleries are being invited to exhibit – outstanding local galleries and galleries of international repute. A total of some sixty works of art will be shown including pieces by young artists, recent discoveries and shooting-stars, as well as works by major artists who are well established on the international art market. Highlights include works by artists such as Lyonel Feininger, Gelatin, Joan Miro, Fabrizio Plessi and Andres Serrano. A prerequisite behind the exhibition concept is the high quality of pieces on display. Particular attention has also been placed on including local artists from Majorca. All works in the exhibition will be for sale.

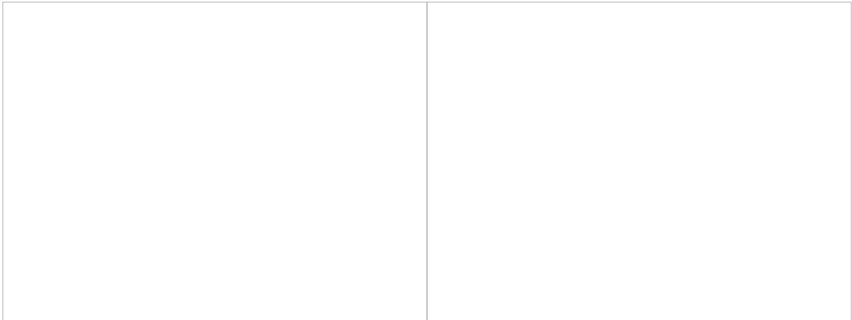




. ARTSEASONS is an exclusive international art forum with an Advisory Board of experienced art specialists, comprising museum directors, auctioneers, collectors and others in the cultural sector. The curator of ARTSEASONS 2004 will be the ARTinvestor magazine represented by Dr. Edgar Quadt, publisher of the ARTinvestor magazine and Isabella Göbel, fine art historian; Prof. Dr. Dieter Ronte (director of the Kunstmuseum Bonn) are assisting as consultants.



The ARTSEASONS location will be Binissalem, a traditional hill town well away from the centres of mass tourism, situated in the unspoilt interior of the island yet within easy reach of Palma. ARTSEASONS will be based in Cas Pellers, a former tannery which has been carefully renovated and equipped with state-of-the-art technology. With its spacious yet intimate atmosphere, its inner courtyard and orange grove, the impression gained is of being in a Majorcan monastery. In this setting, ARTSEASONS will devote itself exclusively to the art world. Evening cultural events, held for small, select audiences, will complement and add additional colour to the artistic programme. Individually organised cultural tours with professional guides will be offered to historically interesting places and sites on Majorca, as well as to gourmet temples and vineries. There are hardly any bounds to the creative potential offered on this island.



ARTSEASONS receives no public funding and is therefore not subject to set targets and restrictions. The partners in this joint-venture are prepared to bear the risks and to sound out creative possibilities themselves. They invest in art and culture on their own initiative and with their own funding and, as such, take on a certain social responsibility. For all parties involved, the promotion of contemporary art is the primary concern combined with furthering Majorca's image. A number of activities are being planned to make Majorca more attractive once again to those who live on the island, both for the Majorcans and for those from other countries who have settled there. Quality is the key word not quantity. Mass tourism is gradually being replaced by a more gentle form of high quality, ecotourism. ARTSEASONS is pleased to support such efforts. In many respects, ARTSEASONS will help to

enrich the quality of life on Majorca with events like the ARTSEASONS Finissage on 12th September. Proceeds from the Finissage held in aid of charity – when the works of young artists will be auctioned – will be donated to a non-profit organisation on Majorca.



For more information on ARTSEASONS please see [www.artseasons2004.com](http://www.artseasons2004.com).

*Text: ARTSEASONS*

*Photos: [René Staud Studios](#)*

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