

Prudential Eye Zone returns to START with a focus on contemporary art from Singapore in celebration of the island nation's Golden Jubilee

The Prudential Eye Zone returns to the second edition of START with a curated selection of the exhibition Prudential Singapore Eye. It is presented as part of START Projects, which takes over the whole of the second floor of the Saatchi Gallery during START, along with exhibitions by artists involved in the Prudential Eye Awards. With a focus on emerging artists and new art scenes, START runs from 9th September (Preview Day) to 13th September with galleries from around the world.

Prudential Singapore Eye was the latest exhibition in the Prudential Eye Programme held in early 2015 at ArtScience Museum, Marina Bay Sands, Singapore. Kicking off Singapore's 50th anniversary celebrations, the exhibition shone a spotlight on emerging and established Singaporean artists and was one of the largest surveys of Singapore's contemporary art scene to date. The exhibited artists were shortlisted following a stringent selection process from over 110 entries received. The *Prudential Eye Zone* has been curated by three of the curators of that exhibition: Serenella Ciclitira (Founder, Prudential Eye Programme), Honor Harger (Executive Director, ArtScience Museum at Marina Bay Sands) and Nigel Hurst (CEO, Saatchi Gallery).

Framed and composed to reflect Singapore's urban context and development over its 50 year history, the exhibited works range across various media including painting, installation and photography. The line-up includes **Charles Lim**, who is Singapore's representative at the current Venice Biennale whose works explore issues facing Singapore such as land reclamation. Other works on display include several large-scale interactive installations including **Lee Wen's** Ping Pong Go-Round III. This work is now one of the most well-known examples of recent Singaporean art and invites viewers to interact with one another, opening up multiple possibilities for broader dialogue. A third strand of works by artists such as **Jane Lee** and **Jeremy Sharma** are responses to the language of abstraction, each artist focusing on the transformation of the surface of the painting and where the evocation of mood takes precedence. Together the works on display offer an overview of this exciting new art scene.

Exhibiting alongside Prudential Eye Zone at START are the works of Chim↑Pom and teamLab from Japan. Chim↑Pom (winner) and teamLab (nominee) showcased their artworks at ArtScience Museum earlier this year as part of the Prudential Eye Awards 2015, which honours outstanding art practice from across Asia. These two exceptional art collectives represent the dynamism of contemporary art practice in Asia.

Serenella Ciclitira, Founder of Prudential Eye Programme said: "The Eye Zone will showcase some of Singapore's top artists. By bringing together many different artistic expressions we trust that our choices will engage and surprise and, above all, give visitors a glimpse into Singaporean art unique flavour and achievement."

Sean Rach, Chief Marketing Officer of Prudential Corporation Asia commented: "We are proud to be bringing some of Singapore's best contemporary art to London, following the successful run of *Prudential Singapore Eye*. We are committed to supporting contemporary art and culture and this year, delighted to be a part of the celebrations for Singapore's

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Golden Jubilee. We hope London's art community will thoroughly enjoy START and the compelling artwork on display."

Honor Harger, Executive Director of ArtScience Museum commented: "As a museum that sits at the intersection of arts, science and technology, ArtScience Museum is delighted to be involved in a series of exhibitions that include some of the most innovative artists from Asia. The presentation of Singapore Eye at Saatchi Gallery is a perfect way of celebrating the talent of outstanding artists from Singapore, during the country's 50th Jubilee. We are also thrilled that two of the artists we showed during the 2015 Prudential Eye Awards exhibition, teamLab and Chim↑Pom, are presenting major new artworks at START. These exhibitions, collectively, are emblematic of how exciting contemporary art in Asia is today."

Please visit www.startartfair.com for the latest updates on START's programme.

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About the Prudential Eye Programme

START is a key component of the Prudential Eye Programme. Established in 2008 by Parallel Contemporary Art and sponsored by Asia's leading life insurer and asset manager Prudential, the programme is an initiative that nurtures artistic talent and has worked with the Saatchi Gallery since 2009. It aims to provide artists with the platforms, support and recognition required to develop their careers. The programme builds networks and opportunities for artists and galleries through strategic partnerships and uses a variety of platforms.

The programme's international touring exhibitions and publications provide emerging Asian artists with opportunities to showcase their work such as in Korean Eye (2009 to 2012), Indonesian Eye (2011), Hong Kong Eye (2013), Prudential Malaysian Eye (2014) and Prudential Singapore Eye (until 28 June 2015). Over two million people worldwide have viewed the programme's artwork so far in 19 exhibitions.

In January 2014, the programme launched the Prudential Eye Awards in Singapore, honouring the accomplishments of emerging artists throughout greater Asia and launching a creative education programme with the British Council.

More information at www.prudentialeye.com

About Parallel Contemporary Art

Parallel Contemporary Art is a not-for-profit organisation dedicated to supporting emerging artists across the world. It was founded by David and Serenella Ciclitira who have been collectors and patrons of contemporary art for over two decades, as part of their commitment to supporting emerging artists, they founded two annual awards at the Royal College of Art, London; the Parallel Prize for painting and the Serenella Ciclitira Scholarship for sculpture, both of which continue to provide valuable support and stipends for graduating fine artists. Through their love of travel and discovering new artistic talent, they realised young artists in many parts of Asia were under supported and going unnoticed. To help develop the careers of these emerging Asian artists, they launched the Prudential Eye Programme, an initiative that nurtures artistic talent.

About Prudential Corporation Asia

Prudential Corporation Asia is a business unit of Prudential plc (United Kingdom), comprising its life insurance operations in Asia, and its asset management business, Eastspring Investments. It is headquartered in Hong Kong.

Prudential is a leading life insurer that spans 12 markets in Asia, covering Cambodia, China, Hong Kong, India, Indonesia, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand and Vietnam. Prudential has a robust multi-channel distribution platform providing a comprehensive range of savings, investment and protection products to meet the diverse needs of Asian families.

About Prudential plc

Prudential plc is incorporated in England and Wales, and its affiliated companies constitute one of the world's leading financial services groups. It provides insurance and financial services through its subsidiaries and affiliates throughout the world. It has been in existence for 167 years and has £505 billion in assets under management (as at 30 June 2015). Prudential plc is not affiliated in any manner with Prudential Financial, Inc., a company whose principal place of business is in the United States of America.

About Saatchi Gallery

The Saatchi Gallery was founded in 1985 with the aim of making contemporary art accessible to the widest possible audience by providing an innovative platform for emerging artists to show their work. Over the last six years the Saatchi Gallery has hosted 17 out of the top 20 most visited exhibitions in London according to The Art Newspaper's survey of international museum attendance. It is also ranked amongst the world's top five most liked museums on Facebook and Twitter by Museum Analytics. The Saatchi Gallery website has become a global meeting place for people interested in contemporary art. www.saatchigallery.com

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About ArtScience Museum

ArtScience Museum at Marina Bay Sands is Southeast Asia's leading cultural institution that explores the inter-relationship between art, science, technology and culture. Featuring 21 galleries totaling 50,000 square feet, the iconic lotus-inspired building has staged major exhibitions by some of the 20th century's key artists, including Salvador Dalí, Andy Warhol and Vincent Van Gogh, as well as major exhibitions which explore aspects of scientific history.