

## Media release

Basel, 7 December 2017

### **Helvetia: partner and participant at Basel Museum Night**

**Helvetia Insurance is now a Basel Museum Night partner. On Museum Night, the Helvetia Art Foyer will be opening its doors to visitors. This new sponsorship is part of Helvetia's multifaceted commitment to art.**

Basel Museum Night is gaining a new partner in the form of Helvetia Insurance. For the first time, Helvetia will be sponsoring the 18th Museum Night on 19 January 2018. Together with Novartis and the Basler Kantonalbank, it makes up the Basel Museum Night's sponsorship trio.

Eva Keller, Head of Museums and Cultural Marketing Unit in the Culture Department, is delighted about the collaboration with Helvetia: "Our awesome sponsorship trio will enable young people under the age of 26 to gain free entry. It's fabulous to watch over 10,000 children and young people embark upon this night-time journey of discovery and culture." Philipp Gmür, CEO of Helvetia, is also pleased about the new commitment: "Art and the City of Basel are held in high esteem at Helvetia. Museum Night ideally combines these two things and is extremely popular with young and old alike."

### **Guided tours and children's workshops in the Helvetia Art Foyer**

The Helvetia Art Foyer – the company's own exhibition space – will be opening its doors to visitors on Museum Night. The programme, named "Goodbye blue sky", includes guided tours by artists and curators of the "Save Our Souls" exhibition by the artistic duo huber.huber, plus workshops for children.

### **Championing art**

The new partnership with Basel Museum Night is part of Helvetia's existing multifaceted commitment to art. The Helvetia Art Foyer, a public exhibition space in Basel, is used by the insurance group for up to four exhibitions each year, in which works from the company's own collection are also displayed. With over 1,700 works by around 400 artists, this is one of the most significant collections of contemporary Swiss art. Helvetia is also one of Switzerland's leading art insurers, and is sponsoring digitalization projects at the Kirchner Museum in Davos and the Art

Museums in Basel, Bern and Lucerne. Helvetia additionally awards an art prize each year which helps support young artists as they embark upon their careers.

**Key information on the 18th Basel Museum Night**

19 January 2018, 6pm to 2am

Helvetia Insurance, Helvetia Art Foyer, Steinengraben 25, 4051 Basel

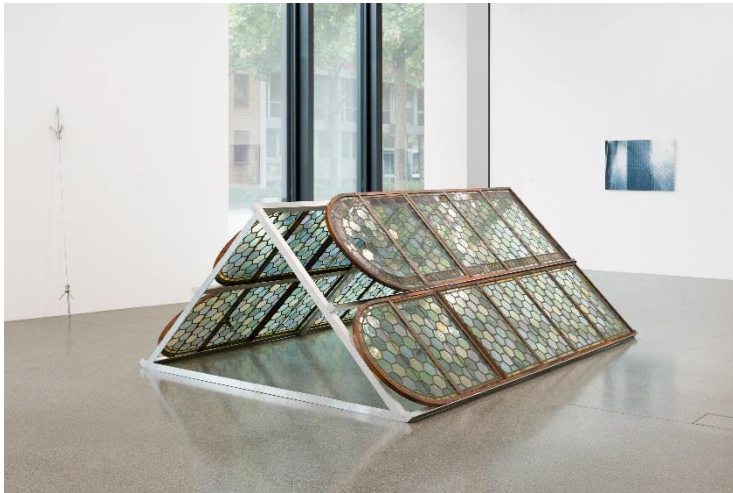
"Save Our Souls" exhibition by huber.huber

You can find information on ticket prices and sales on the website

[www.museumsnacht.ch/en](http://www.museumsnacht.ch/en)



huber.huber: Detail from "Butterfly" from the photo series "Save us", 2013 to 2017.



huber.huber: "Shelter" installation, 2017.

This media release can also be found on the website  
[www.helvetia.ch/media](http://www.helvetia.ch/media).

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Helvetia is active in the life and non-life business, and also offers customised specialty lines and reinsurance cover. Its business activities focus on retail customers as well as small and medium-sized companies and larger corporates. With some 6,500 employees, the company provides services to more than 5 million customers. With a business volume of CHF 8.51 billion, Helvetia generated underlying earnings of CHF 491.8 million in the 2016 financial year. The registered shares of Helvetia Holding are traded on the SIX Swiss Exchange under the symbol HELN.

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