

NEWS RELEASE
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The Baer Faxt and ENVISEAM announce strategic partnership to grow the arts in Asia

The Baer Faxt, a premier art world report and advisory that delivers the art market's breaking news and key insights to the industry's biggest players, and ENVISEAM, a rising platform that fuses art, culture, and entertainment, today announced a strategic partnership to develop collaborative projects. This partnership will begin with a focus on Asia.

The partnership will commence with an exhibition held at the MBS Singapore on December 19, *Art Colure With Artistes*. The exhibition, curated by Jay Chou, will display over 20 contemporary masterpieces by pioneering artists like Mark Bradford, Georg Baselitz, and Anselm Kiefer.

Jazz Li, CEO of ENVISEAM, shared, "Jay Chou's passion for art and his talent as a collector is well-known internationally. Jay is committed to making art more accessible to a wider audience. Sharing his love for art, and encouraging his fans and followers to appreciate art, is what he cares about most. That's why ENVISEAM has created this Exhibition Prelude to share a curated selection of Jay's personal taste in art to the world, and reveal the stories behind these artworks."

Josh Baer, founder and CEO of The Baer Faxt, commented, "I have been following the rapid growth of the Asian art world, both in Asia and the West, for over a decade. Thanks to the team we now have at TBF, I feel that we are finally positioned to assist in that development in Asia in a substantive way. It will require careful looking and listening, but in everything we do, the main thing TBF brings to the table is access and knowledge—and I look forward to our partnership with Jazz, Jay, and ENVISEAM as part of our forthcoming new product, The Baer Faxt Solutions. As an avid collector and one of the top-selling musicians in Asia, Jay Chou is an ideal partner to expand our horizons in exploring connections between fine art, music, luxury, and entertainment."

Commenting on the partnership announcement, Jazz Li shared, "With any collaboration—whether it is with an international celebrity or artist or an industry partner—at ENVISEAM we take the time to find the right combination of shared values and interests. At the end of the process, the goal is to create interactions and relationships that generate great outcomes. Our collaboration with The Baer Faxt supports ENVISEAM in providing our clients and the public with the ideas, insights, and structure that will enhance our ability to connect entertainers, celebrities, and the public with the world of art."

About The Baer Faxt

The Baer Faxt newsletter is a premier art world report providing the upper echelon of art collectors and dealers with up-to-date information, strategy, and invaluable acumen related to buying and selling art. The Baer Faxt delivers the art market's breaking news and key insights straight to your inbox, weekly. Reported directly by art advisor and art world insider Josh Baer, The Baer Faxt newsletter has been the industry's go-to source for important intel for over 25 years.

About ENVISEAM

ENVISEAM realizes the next generation of concepts. We envision a world free of division and disillusionment, where the most brilliant minds in visual arts and culture integrate seamlessly to elevate cultural understanding and consciousness.

Through education, entertainment, and immersive content, ENVISEAM delivers meaningful, culturally enriching experiences to audiences at scale.

ENVISEAM is a vanguard of mainstream pop culture, enabling audience experiences that will serve as defining cultural touchstones for years to come.

For more information, please visit www.envise.am

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