

Swiss Re's art concept in London



Beatriz Milhazes,
As Irmãs (the Sisters), 2003
© 2014, Beatriz Milhazes



Wolfgang Tillmans,
Lightning I, 2003
© 2006, Wolfgang Tillmans



Sarah Morris,
ByeByeBrazil (Jockey Club Brasileiro), 2014
© 2014, Sarah Morris

About the collection Art at Swiss Re

Why would a global re/insurer like Swiss Re ever engage in art, build a prominent collection and even commission art projects? Re/insurance is first and foremost about enabling risk, encouraging progress and making societies more resilient. That is how economies can develop, how entrepreneurs can thrive, how knowledge is built. Swiss Re is acknowledged for its thought leadership and is one of the most admired companies in its industry. It has a long tradition, a strong identity and extremely loyal employees.

Re/insurance products and services, however, are complex, intangible and require explanation. That is one of the reasons why Swiss Re has always engaged in art and architecture. Both help project the company's ability to face the unknown, to deal with future challenges but more importantly, they help create an emotional profile. Art and architecture express the core values of the corporation, support its brand recognition, establish a link to society and offer great identification for employees around the world. Moreover, clients and other stakeholder benefit from the experience of the unique atmosphere and quality of Swiss Re's workplaces and its iconic buildings.

But there is more to it. While art and architecture have become an important visual expression of the company's identity, they also underpin Swiss Re's commitment to offering a stimulating work environment and to bringing cultural responsibility to life – every day.

About the art concept in London

Now the remodelling work at St Mary Axe is complete, we are ready to introduce a new distinctive art concept, incorporating works that are already part of our Art at Swiss Re collection in London.

What can you expect? We rearranged the artworks from the existing London collection so you can experience them in a new light. The new composition ranges from an abstract geometric series by Damian Hirst, colourful patterns by Beatriz Milhazes and Sarah Morris, to characteristic photographs by Darren Almond, Paul Graham and Wolfgang Tillmans. This gives each floor an individual atmosphere and provides orientation within the building. The highlight of the art installations will be the client floor on level nine, showcasing the most important artworks from our London collection in a new context.