

# BÜFFEL ART PROJECT

*Inspiring Goodwill Through Arts*



**BRAUN BÜFFEL**

1887 • GERMANY



# BÜFFEL ART EXHIBITION

20 Jun (Fri) – 29 Jun (Sun) 2014

ION Art Gallery

ION Orchard, Level 4

# BÜFFEL ART PROJECT

*Inspiring Goodwill Through Arts*

## CONTENTS

---

03 ABOUT BÜFFEL ART PROJECT

04 ABOUT VSA SINGAPORE

05 AUCTION PIECES

47 COMPETITION PIECES

53 SPECIAL THANKS

55 TERMS AND CONDITIONS

# BÜFFEL ART PROJECT

**BÜFFEL:** means Buffalo in German | Pronounced as Byu-ffel

Organised by Braun Büffel, 2014 sees the launch of the inaugural **Büffel Art Project**, a charity event that will take place in different parts of the world. Singapore is the host of this very first event in the year 2014. Funds raised from the project will go towards charity and the beneficiary this year is, **Very Special Arts Singapore (VSA Singapore)**.

The Büffel Art Project comprises of Büffel Art Competition and Büffel Art Auction. Both segments centre around scale figurines of the brand's distinctive logo, the Braun Büffel bull, which artists will use their imaginations and artistic flair to embellish and personalize in any way they feel inspired to do so.

The **Büffel Art Competition** serves as a platform to support aspiring artists in showcasing their talents on a national level. The competition was held on 10 May 2014, at VivoCity, where 83 promising artists constructed their work of art on the spot.

The **Büffel Art Auction**, being the main fund raising arm, invites 41 veteran artists around the region to showcase their art using the Büffel figurine. These art works are now being exhibited and are open for auction online, as well as here at ION Art gallery level 4, from 20 - 29 June 2014.

So often we find that art and craftsmanship go hand-in-hand - always attentive to form and function, to beauty and design. Braun Büffel epitomises this, where exquisite items of leather goods have been painstakingly crafted for over 127 years. From saddles and harness for the nobility in 19th Century Germany to modern day leather goods.

Art and philanthropy were recurrent themes in the founder, Johann Braun's life and they are traditions that Braun Büffel is proud to carry on today.

# VERY SPECIAL ART (SINGAPORE)

**Very Special Arts**, the international organisation on arts and disability, was founded more than 35 years ago by Ambassador Jean Kennedy Smith to provide arts and education opportunities for people with disabilities and increase access to the arts for all. VSA Singapore is a charity launched by Patron and Singapore's Ambassador-at-Large, Professor Tommy Koh on 27 September 1993.

The mission of VSA Singapore is **to provide every individual with disability the opportunities to access the Arts for purposes of rehabilitation and social integration**. To achieve this, VSA Singapore aims to promote the educational, rehabilitative and therapeutic benefits of visual and performing arts to people with special needs, integrate them into mainstream society through the arts and, help them obtain financial assistance and independence through arts and arts-creation.

VSA Singapore was founded on the belief that Art is central to our lives and, as such, belongs to every one of us. The Arts educate, inspire, and transform us, sometimes for a minute, often for a lifetime.

**05**

---

**AUCTION  
GALLERY**

---

# BÜFFEL ART AUCTION

*Inspiring Goodwill  
Through Arts*

## GOLDEN BOY (CUT DOWN TO SIZE)

by

**REN ZI**

Country:  
Singapore

Gallery:  
Jada Art

Artwork Listing No.  
BAA-20140625

## GOLDEN BOY (CUT DOWN TO SIZE)



## ABOUT THE ARTWORK

The materials used to create Ren Zi's Büffel are aerosol paint, digital print on paper, gold leaf, zinc bolts and acrylic – all of which are typical of the artist's arsenal of artistic materials. Highly individual and uniquely constructed, the artist has created a Büffel with complex thought and intellectual influences interweaved in a single sculptural concept. Entitled Golden Boy (cut down to size), this is a fragment of the representation of Golden Boy. It is a hybrid of several cultural references, and is open to varying interpretations, according to the artist. "Those recalling the golden calf from Exodus 32 may perceive a statement on the idolatry of false gods; those who may refer to Arturo di Modica's Charging Bull would place it in the context of the continuing financial turbulence; those pointing out its similarity to Damien Hirst's formaldehyde cows could regard it as an unabashed appropriation from one of contemporary art's masters of appropriation. Whichever angle one approaches the work, it nonetheless stands as a cautionary tale of the hubris accompanying blind faith, be it in religion, money, or even art itself".

**53**

---

**SPECIAL  
THANKS**

---

# SPECIAL THANKS

## JADA ART

For their contribution of exquisite artworks and invaluable assistance

## MAYA GALLERY

For their contribution of exquisite artworks and invaluable assistance

## JUDGES OF THE BÜFFEL ART COMPETITION

A special thank you to our distinguished panel

*Mr Benson Puah, Mr Damiano Biella, Ms Henny Scott, Mr Jackson See,  
Mr Jeffrey Wandly, Ms Jo Tan, Ms Kathy Lai, Mr TK Quek,  
Ms Kumari Nahappan, Ms Mo Loke, Ms Valerie Cheah*

## RÉMY COINTREAU (GLOBAL TRAVEL RETAIL)

A spirited thanks for providing the Piper Heidsieck Champagne of joy

## JOOJA ADVERTISING

For helping the art come to life through their all-round videos

## CXRUS SOLUTIONS

For keeping us all up to date and well informed by hosting the website

## K3 COMMUNICATIONS

For creating wonderful images and indelible memories for us to keep and cherish through their videos

## MS PATRICIA LOW

Whose word craft was as beautiful as the art pieces she described

## VMSD

For their skill in fabricating the beautiful sets for the event

## XPOPRINT

For compiling this priceless compendium

*Thank you all for helping us to make history!*

**55**

**TERMS AND  
CONDITIONS**

---

# TERMS & CONDITIONS

## 01 | IRREVOCABLE

All bids are deemed to be irrevocable and unconditional.

## 02 | PRICE

All bids made and auction prices are in Singapore Dollars (SGD).

## 03 | INCREMENTAL BIDS

Incremental bids for the silent auction are strictly \$50 SGD per bid.

## 04 | SUCCESSFUL BIDS

The bidder is bound to pay for the item auctioned, once the winning bid is displayed on the screen.

## 05 | PAYMENT

The winning bidder must pay the full amount due within 2 days upon the announcement of auction results, failing which, the title to the item will be withheld and remedies of non-payment will be exercised. The winning bidder must provide their full contact details and delivery address upon payment.

Payment may be made by Credit Card or Cheque.

Accepted credit cards:

MasterCard and VISA.

All Cheques are payable to Very Special Arts Singapore Ltd.

## 06 | DELIVERY

Braun Büffel will arrange delivery on behalf of the buyer through our official transportation.

We regret to inform that deliveries made overseas will be entirely borne by the buyer.

## 07 | REMEDIES OF NON-PAYMENT

If the buyer fails to make payment in full by good clear funds within the time required in paragraph 05, Braun Büffel will be entitled to, at its absolute discretion, exercise one or more of the following rights or remedies available by law.

- i. To cancel the sale
- ii. To resell the item privately or publicly on such terms where it deems fit
- iii. To take such other action as we deem necessary or appropriate

## 08 | WARRANTY

Auction items are sold on an as-is-where-is basis and Braun Büffel makes no representation as to items sold.

