



Press Release

Hong Kong, March 2016

**James Ostrer: 'Guru Jimmy's Absolut Ashram of Spirituality'
Art Central & ZUMA 2016, Hong Kong**

Absolut is pleased to present a new collaboration with the prominent Guru Jimmy – artist James Ostrer's spiritual guide – on two site-specific Art Bars in Hong Kong. Both titled 'Guru Jimmy's Absolut Ashram of Spirituality', the Art Bars will premiere at Art Central and ZUMA Hong Kong in March 2016.

Art Central, Hong Kong's newest contemporary art fair on Hong Kong's Central Harbour front, will host the Art Bar daily from 21-26 March. The ZUMA edition of the Art Bar will be open from 12pm daily on 21-28 March, making ZUMA the perfect place to relax after visiting the fair.

Following his celebrated appearance at the 2015 Venice Biennale, Guru Jimmy has been given carte blanche to fully conceptualise and create his Art Bar, from drinks to décor, and entertainment to ambience. Inspired by his own outlook that the future is not a given, and that all people should have the right to create their own, Guru Jimmy has imagined an Art Bar that gives way to a type of spiritual transcendence that he feels should be available to the masses. Art Central's installation clearly demonstrates this, and consists of a technicolour dream-state complete with beanbag chairs, 'material wealth' rugs, and other spiritual endeavours, making it the ideal location for replenishment, relaxation and reflection.

*Guru Jimmy has collaborated with some of Hong Kong's top mixologists from both Maximal Concepts and ZUMA, resulting in seven brightly coloured cocktails that each resemble a colour of the rainbow. The Art Bar at Art Central will serve the blue, violet and yellow coloured cocktails. *It's All About Me* is a violet hued cocktail comprised of violet blossom liqueur, lemon, and ginger, which reflects imagination and spirituality, whilst the blue concoction, *Absolut Clarity*, using blended orange, lime, and a homemade citrus cordial, symbolises the qualities of creativity and intelligence. The three vibrant cocktails will be available through April at Limewood.*

*ZUMA represents the energy of the colour red with, the *Happy Inner Selfie*, a cocktail infused with pomegranate, cinnamon and yuzu, whilst the balance and harmony of the colour green is characterised in, *Liquid Assets*, a kiwi and pandan-based cocktail. The four cocktails on offer at ZUMA are sweetened only by the fruits' natural sugars, paying tribute to Ostrer's battle with sugar addiction as represented in his body of work *Wotsit All About*. ZUMA, recently named one of Asia's Top 50 Bars, also promises to enlighten visitors through the various meanings of colour with an extensive food-pairing menu featuring colourful maki, sushi, and interpretative fruit platters. The bar and lounge will feature a live DJ from 7pm throughout the week and a special *Art Session* on Saturday, 26 March from 2.30pm.*

Guru Jimmy will journey between the two venues, offering visitors a glimpse into his colourful world as well as presenting opportunities for 'happy inner selfies' for those looking to attain the ultimate

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happiness. To enhance his vibe of chilled tranquillity, Guru Jimmy will also travel between venues with his specially curated playlist of electro, funk and pop music.

The artist's Art Bars are reminiscent of Absolut's newest limited edition bottle design, Absolut Mix, which builds on the six colours of pride in a unique way, allowing the colours to mix together when the bottle is moved while still maintaining their individuality. The new bottle reflects Absolut and Guru Jimmy's shared beliefs in an inclusive world that allows people to connect without labels. Absolut Mix will be available in Hong Kong this summer.

*Additionally, Art Central hosts Ostrer's latest body of work, *Ego Systems*, an amalgamation of celebrity icons who seduce their onlookers through traditional and social media with their promises of success, beauty and glamour. ZUMA concurrently hosts Ostrer's critically acclaimed body of work *Wotsit All About*, a photo series referencing icons of contemporary sugar worship, the artist's imagined result of a corrupted globalisation and increasingly dangerous methods of food production.*

'Guru Jimmy's Absolut Ashram of Spirituality' is the latest in a series of collaborations between Absolut and leading contemporary artists to create Art Bar installations – ambitious sculptural environments which double as fully operational pop-up nightspots. This installation follows critically-acclaimed installations by SANGREE at Material Art Fair in Mexico City (2016); John Kørner at Chart Art Fair, Copenhagen, Denmark; Yazan Khalili at Art Dubai (2015); and Nadim Abbas at Art Basel (2014) in Hong Kong.

"It is Guru Jimmy's greatest delight to help, support and empower people to mix up the emotions of absolute fun, friendship, music and art," said James Ostrer.

"We are excited to be working with both Guru Jimmy and James Ostrer on 'Guru Jimmy's Absolut Ashram of Spirituality'. The Art Bars will be unique spaces where people can come together and relax, and we look forward to bringing both Art Bars to life in Hong Kong," says Saskia Neuman, Global Art Manager, Absolut.

Cocktails

All of the below cocktails are crafted with Absolut Vodka:

*RED: Guru Jimmy's Happy Inner Selfie
Pomegranate, cinnamon, and yuzu*

*ORANGE: Guru Jimmy's Happy Ending
Kumquat*

*YELLOW: Guru Jimmy's Inevitable Joy
Pineapple, passion fruit, spice syrup, black pepper, mint*

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GREEN: Guru Jimmy's Liquid Asset
Kiwi, pandan leaf

BLUE Guru Jimmy's Absolut Clarity
Blended orange & peel liqueur, lime, homemade citrus cordial

INDIGO: Guru Jimmy's Absolut Spirituality
Infused flower, blueberry, cardamom

VIOLET: Guru Jimmy's It's All About Me
Violet blossom liqueur, lemon, ginger beer

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[Notes to editors](#)

[For Images CLICK HERE](#)

About Guru Jimmy's Absolut Ashram of Spirituality

VIP HOURS (Access with Art Central or Art Basel VIP Card)

Tuesday 22 March 10am – 6pm

Wednesday 23 March 11am – 12pm

Thursday 24 March 11am – 12pm

GENERAL OPENING HOURS

Access with Art Central or Art Basel VIP Card

Access with Art Central ticket

Wednesday 23 March 12pm – 7pm

Thursday 24 March 12pm – 7pm

Friday 25 March 11am – 7pm

Saturday 26 March 11am – 6pm

ZUMA Lounge and Bar (Level 6)

Monday – Wednesday: 12pm – 1.30am

Thursday & Friday: 12pm – 2am

Saturday: 5pm – 2am

ZUMA, 5/F, The Landmark, 12-16 Queen's Road Central, Hong Kong

Art Central, Central Harbourfront Event Space, 9 Lung Wo Road, Central, Hong Kong

#GuruJimmy #AbsolutArtBar #AbsolutHK #AbsolutMix

About James Ostrer

(B. 1979, United Kingdom)

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James Ostrer's work often tests the limits of the body politics in the ever evolving analysis of the western body, sexuality, and society. In 2009, Ostrer staged "Customer Container"; an installation in which the artist used photographs of himself taken by six different prostitutes under which the only condition was that they order him to perform as they wished. In 2011, his portrait of Nicky Haslam in Lucien Freud's chair was "Curator's choice" for the Taylor Wessing exhibition at the National Portrait Gallery.

Much like Mike McCarthy's or George Condo's seminal works, Ostrer's series Wotsit All About 2014 form a bizarre pattern of tribalism or cartoon-like absurdity. They are rife with a sense of ritual endeavor and colour-saturated sensitivity; while palpating with a nostalgia for sweets they present themselves with an emphasis on the the potential havoc these items also wreak within our collective life experiences. His works are often a catalogue of self- destructive behaviors, and are also managed in such a way that while transgressing themselves as odes to great works of historical art practice, they become re-packaged eye candy for uncomfortable consumption. The artist lives and works in London.
#Gazelliarthouse

Absolut and Art

The first spirit brand to forge genuinely close ties with art and artists, Absolut has been active in the art world since 1985, when it invited Andy Warhol to create the first in a series of iconic advertisements inspired by the Absolut bottle. Since then, Absolut has collaborated with more than 550 artists on over 850 commissioned projects. Today, Absolut supports acclaimed artists, art writers and institutions in their efforts to present new works, stimulate ideas, bring people together and broaden access to creativity.

*Since 2012, Absolut has continued to support contemporary art through multiple partnerships with major institutions, including DOCUMENTA (13); a multi-year partnership with Art Basel and support of its Conversations series; and a year-round partnership with Palais de Tokyo; as well as the biennial Absolut Art Award. Absolut continues to offer artists and writers a global platform and opportunity to realise dream projects through artist collaborations, most recently through a number of ambitious site-specific Art Bar installations. Previous collaborations include Jeremy Shaw on *Kirlian* (2012) and Mickalene Thomas on *Better Days* (2013) at Art Basel; Los Carpinteros on *Güiro* (2012) and Ry Rocklen (2013) on *Night Court* at Art Basel in Miami Beach; Adrian Wong on *Wun Dun* (2013) and Nadim Abbas's *Apocalypse Postponed* (2014) at Art Basel in Hong Kong; Olafur Eliasson on *Little Sun* (2014) at Coachella; artist collective Caravan on *A Grain of Sand* (2014) and Yazan Khalili on *The Island* (2015) at Art Dubai; Ilja Karilampi on *President Room* (2015) in Stockholm, Sweden; and SANGREE on *Tenochtitlan* (2016) at Material Art Fair in Mexico City, Mexico.*

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About Art Central

Art Central returns from 23-26 March 2015 (First Night 21 March, VIP Preview 22 March) as a Hong Kong Art Week highlight. The fair builds upon the success of the inaugural 2015 fair that attracted 30,000 visitors from Hong Kong and around the world.

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Art Central 2016 will present over 100 galleries from 21 countries, with over 75% hailing from greater Asia, represented in three main sections CENTRAL, RISE and PROJECTS.

Staged in an architecturally designed structure over 10,000 square metres on the Central Harbourfront, Art Central boasts a dynamic program of contemporary exhibitions, large-scale installations, cutting-edge new media, film, panel discussions, as well as Hong Kong's hottest eateries.

The Art Central Gallery List is available at: <http://artcentralhongkong.com/exhibiting-galleries/>

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#artcentralhk #HKartweek

About ZUMA Hong Kong

The ZUMA concept, which originated in London, is the brainchild of award-winning co-founder and creator Rainer Becker and the Waney family. With 13 years of great success in London, ZUMA spread between 3 continents which will soon have 10 individual outlets in top cities: London, Hong Kong, Istanbul, Dubai, Miami, Bangkok, Abu Dhabi, Datcha Peninsula, New York and Rome (coming in March 2016). ZUMA brings its internationally acclaimed style of modern Japanese cuisine to Hong Kong, serving dishes inspired by Japan's informal Izakaya dining style and designed to be shared.

www.zumarestaurant.com

Facebook: /ZumaHongKong

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