

## **ING brings the best of Rembrandt to Hong Kong**

ING announced today that it has sponsored an exhibition of Rembrandt's etchings, displayed for the first time in Asia. The exhibition, taking place at the Rotunda in the Exchange Square from 9 January to 30 January 2008, will have 70 pieces of valuable and prestigious Rembrandt prints and etchings (see one of the etchings below). The collection, presented exclusively by ING in Hong Kong, links the company to its Dutch origins at a time when the Dutch community celebrates 150 years of history with Hong Kong.

Ewout Steenbergen, Regional General Manager of ING Insurance Asia/Pacific, who represented ING at the opening ceremony stated: "ING has been sponsoring art in Europe for over a decade. This sponsorship underlies our commitment to bring precious art to people here in Asia and Hong Kong."

A charity initiative will be held in conjunction with the exhibition to raise funds for ING Chances for Children, a corporate programme which sponsors disadvantaged children's education.

The pieces are on loan from a private art collection put together by Douwes Fine Art, the prestigious art gallery in the Netherlands and the oldest fine art dealing business in Europe active since 1805. The business is in its sixth generation with galleries in Amsterdam and London.

The Group believes Hong Kong is one of the best cities in Asia to showcase Rembrandt.

### *Rembrandt's etchings*

Rembrandt van Rijn (1606-1669) is one of the greatest painters and printmakers in European art history and the most important in Dutch history. This unique exhibition of original 17<sup>th</sup> century etchings illustrates the diversity of genres in which Rembrandt immersed himself. The etchings have a personal character, similar to the intimacy of a drawing with its direct lines and easiness on the eye, making each etching a moving or tender expression, much like a thumbprint of the master himself!

Rembrandt's contributions to art came in a period of the 17<sup>th</sup> century, called the Dutch "Golden Age"; the most thriving period in Dutch History, both economically and culturally. The legacy of his lifetime of work to Dutch art, and to European art as a whole is of great importance. His purposeful use of light and shade to create atmosphere in his works took him beyond the conventional.

A Rembrandt etching – "Landscape with a Cottage and a large Tree"



### ING in Art Sponsorship

ING sponsors projects in key markets via its Art and Culture programme around the world and supports initiatives that present and exhibit art in innovative ways to connect with its customers in the mainstream of everyday life. An example is its support for the Rijksmuseum, the largest museum of art and history in the Netherlands, which also has exhibition space at Schiphol Airport, where world class art is seen by a large travelling public.

Another element of the ING Art and Culture programme is the ING Collection, which now boasts 25,000 objets d'art spread over 1,300 locations, primarily in ING offices to create an enjoyable and creative working environment.

ING also positions its social and cultural involvement through exhibitions in national and international museums.

### **Profile ING**

ING is a global financial institution of Dutch origin offering banking, insurance and asset management to over 75 million private, corporate and institutional clients in more than 50 countries. With a diverse workforce of about 120,000 people, ING comprises a broad spectrum of prominent companies that increasingly serve their clients under the ING brand

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