



JET AVIATION JOINS ART BASEL IN BASEL AS SHOW PARTNER

News / Business aviation



Jet Aviation will be a Show Partner for Art Basel in Basel. Drawing on Jet Aviation's Swiss heritage and commitment to 'the artistry behind the art of flight', the partnership will bring the story of Jet Aviation to life amid a backdrop of world-renowned contemporary art. The partnership draws on Jet Aviation's long association with global art fairs and events, including hosting guests at Art Basel in Basel, Hong Kong, Miami Beach, and Paris over the past five years. Joining as a Show Partner builds on this relationship, bringing the story of Jet Aviation to visitors of Art Basel in Basel, in an exclusive private space in the Collector's Lounge, premiering during the 2026 event.

Jeremie Caillet, president, commented: "Jet Aviation was founded in Basel almost 60 years ago, and we are incredibly proud to continue to grow our partnership with Art Basel, another legacy

Basel brand, to bring our story to life for visitors to the show in a new and unique way. We are committed to honoring our heritage in Switzerland and the surrounding area, and to embodying the Swiss reputation for safety, quality, and precision in everything we do. Our teams personify this daily, enabling an effortless experience for customers across our global network. We look forward to sharing this and more with visitors to Art Basel in Basel this June.”

Vincent Rongier, senior vice president regional operations EMEA stated: “I am delighted to be able to showcase the talent and skill of our team at one of the most important events in the global art calendar. As well as providing a calm, elegant space for connections and conversation during Art Basel in Basel, the lounge is also a canvas for us to share our own artistry and celebrate the people and stories that bring this to life on a global stage, alongside some of the world’s finest modern and contemporary art.”

Representing Jet Aviation’s commitment to crafting the ultimate cabin experience, and drawing on the company’s background delivering some of the quietest aircraft cabins flying today, the Jet Aviation Lounge will be designed as a haven of peace and tranquility amid the dynamic environment of the fair. In this space, the company will share its story of almost 60 years of business aviation, showcasing the passion of its employees in Basel, and around the world.

Founded in 1970 by gallerists from Basel, Art Basel today stages the world’s premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, Hong Kong, Paris, and Qatar. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel’s engagement has expanded through new digital platforms including Zero 10 and the Art Basel App, and initiatives such as the Art Basel and UBS Global Art Market Report and Survey of Global Collecting, Art Basel Awards, and Art Basel Shop. Jet Aviation Lounge will be open to guests of the company at Art Basel in Basel, on the VIP days, June 16-17, and public days, June 18-21, 2026.

06 MAY 2026

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