

IN-STORE

Mandarin Oriental Miami adapts to Art Basel climate

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MO Lounge + Bar

By JOE MCCARTHY

Mandarin Oriental, Miami is highlighting its affiliation to Art Basel Miami as the fair arrives Dec. 4.

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Luxury Daily

Guests of the property's MO Lounge + Bar will get the chance to view an exclusive art exhibit Dec. 4-7. Since art enthusiasts from all over the world will be traveling to Miami for Art Basel, the property is aiming to encourage some of that traffic to book rooms or just dine for an evening.

"Mandarin Oriental, Miami has been involved in the Art Basel Miami Beach art fair for several years," said Heidi Barfels, public relations manager of [Mandarin Oriental, Miami](#).

"It has been our pleasure to partner with Miami-based galleries and Art Week satellite fairs to curate exhibitions that celebrate the hotel's Asian origin and support the growing cultural interest and influence of Eastern art," she said.

"The exhibitions have been a great way to provide a special experience to our guests visiting during the exciting fair, as well as provide a unique platform for artists to display their incredible pieces."

Natural fit

Art Basel attracted 75,000 people last year. The fair also averages more than 250 galleries each December. While the fair is still second to the original Art Basel in Switzerland, it is still regarded as one of the preeminent art fairs in the world.

Located on Miami Beach, Art Basel is not just a bastion of art, but also a gateway to nightlife and leisure. Mandarin Oriental, Miami is about nine miles, or a 20-minute drive, according to Google Maps, from Art Miami.

To motivate attendees to stay at the property, Mandarin Oriental is tapping the expertise of Lexing Zhang of ART LEXING Gallery of Miami.

Ms. Zhang assembled an exhibition called "The Modern Utopia" of "original paintings that showcase ancient Chinese traditions as well as Western influences."



Dialogue with an Ancient Scholar by Lu Chengxiang

Chinese artist Lu Chengxiang, whose work mixes old themes with modern techniques and tendencies, will be the featured artist.

The exhibition will be stationed in the property's MO Lounge + Bar, where guest can order cocktails that reference the displayed pieces.



MO Lounge + Bar

For instance, the Twentieth Century cocktail is "made with gin, lillet blanc, crème de cacao, and fresh lemon and the Aviation with gin, maraschino, crème de violet, and lemon twist."

Consumers who book a room during this period will receive a complimentary art book.

Celebrate the arts

Other Mandarin Oriental properties have aligned with Art Basel.

For instance, Mandarin Oriental, Hong Kong boosted foot traffic by creating special offers as the official hotel of the inaugural Art Basel May 23-26 in Hong Kong.

The property had special offers throughout the duration of Art Basel and offered a package for out-of-town guests. The partnership helped the hotel show off what it has to offer global consumers ([see story](#)).

Oftentimes, luxury brands aligned with the art fair will create an immersive experiences on-site.

For instance, Berkshire Hathaway's NetJets sent around 200 flights in and out of last December's Art Basel Miami Beach show for its customers who stayed in the brand's expanded private lounge.

The fractional jet service provider arranged for more than 800 of its customers to have VIP access to the entire Art Basel show, including a private preview. As NetJets worked to ensure a pleasant trip for its customers, the service showed off the might of its fleet, which may have attracted notice from the abundance of affluent consumers who were in attendance ([see story](#)).

Some guests may prefer to take a break every now and then.

"Mandarin Oriental, Miami has beautiful artwork on permanent display throughout the year, including sculptures and paintings," Ms. Barfels said. "One notable piece is 'Couple in Love' by modern master sculptor Manuel Carbonell.

"The hotel has also partnered with local Miami galleries to offer temporary exhibitions at

other times of the year," she said.

Final Take

Joe McCarthy, staff writer on Luxury Daily, New York

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