

EVENTS/CAUSES

## Asia Week infiltrates New York luxury scene

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*Giuseppe Piva Japanese Art*

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By NANCY BUCKLEY

Luxury auction houses and the Madison Avenue Business Improvement District are participating in Asia Week to honor Eastern art in New York.

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The week is a collaboration of Asian art specialists, auctions houses such as Christie's, Sotheby's and Bonhams and also Madison Avenue BID. Engaging the art studios and boutiques along Madison Avenue will likely bring affluent Asian consumers and art enthusiasts together for the week.

“Our involvement supports the galleries that are hosting the dealers as well as to further emphasize that Madison Avenue is a very multidimensional district,” said Matthew Bauer, president of [Madison Avenue Business Improvement District](#), New York.

“We have over 100 art galleries on Madison Avenue and wide variety of restaurants and salons and all the things that make up a complete luxury experience,” she said. “We think that what makes Madison Avenue what it is is that there is so much variety of experiences that one could have here.”

Everyone included



Titled, “China: Through the Looking Glass,” a take on the sequel to Alice in Wonderland, the exhibit juxtaposes couture and avant-garde pieces with Chinese art and cultural artifacts. While many brands focus in on Chinese consumer behavior through social efforts and store openings, this exhibit aims to appraise cultural appropriation in reverse ([see story](#)).

#### Event time

Art events often attract luxury brands.

For instance, Fendi and Giorgio Armani looked to Niche Media’s special-edition imprint for Art Basel Dec. 4-7 to promote their residential properties during a time frame when numerous wealthy individuals flocked to Miami Beach for the annual art festival.

Totaling nearly 300-pages, the magazine included advertisements from fashion and jewelry brands as well as a bevy of real estate developers and luxury high-rises that are populating the Miami area. Due to the influx of affluent individuals, many of whom own multiple homes, creating a special-edition publication full of real estate options during the popular Art Basel may spur continual growth in Miami ([see story](#)).

Inclusion of luxury brands at art events allows like-minded consumers to engage with several brands and places at once.

“The proximity of brands to each other and galleries with one another and boutiques to another is a very urbane experience that people can go place to place to place on foot and see so much for Asia week,” Madison Avenue BID’s Mr. Bauer said. “In terms of Asian art and also the galleries that are here and the boutiques that are here, it will benefit visitors and will emphasize the complete experience when coming here.

“It enlivens and makes the neighborhood more special.”

#### Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

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