

MARKETING

## Luxury brands hope to attract affluent art enthusiasts in Miami

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*BMW's Franchise Freedom created by Studio Drift. Image credit: BMW*

By BRIELLE JAEKEL

The 2017 edition of Art Basel Miami Beach is seeing luxury players such as Hennessy, NetJets and BMW flock to the international art festival to flex their muscles as brands invested heavily in the art world.

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Hosting pop-ups or lounges and even creating art pieces themselves are few ways in which brands are participating in this year's Art Basel in Miami. The increased flow of affluent tourists who have traveled to the city to celebrate art make the event a prime venture for luxury brands to attract high-net-worth individuals.

### Art Basel in Miami

Many real estate brands will be throwing extravagant parties to attract a bevy of wealthy consumers that the art industry draws. For instance, 1 Homes penthouse will be hosting the New York Post Page Six Art Basel party on Dec. 7, acting as a preview to the home.

Douglas Elliman will be showcasing its major listings at its Elliman Magazine party on Dec. 8.

However, some brands will be celebrating the art festival without a physical presence. For instance, apparel and accessories destination Armarium has created a guide to all the parties and fashion attendees should be wearing at Art Basel, written in part with president of the Arison Arts Foundation Sarah Arison.

NetJets has collaborated with artist Frida Fjellman as well as hosting its special VIP Lounge again, which it started in 2015. The private aviation brand is hosting the artist's exhibit for this year's show as well as an additional exhibit at the Four Seasons Hotel in Surfside, FL.

Lalique and Damien Hirst have collaborated on their ETERNAL collection with limited-edition crystal pieces that will be on display at the Lalique boutique during the festival.



*Lalique and Damien Hirst. Image credit: Lalique*

BMW has also commissioned its own pieces of art and created a lounge for the festival as well by partnering with Studio Drift named "Franchise Freedom." The sculpture is comprised of 300 drones flying as a flock above Miami. The drones will take flight after sunset and simulate a flock of birds flying over the ocean.

BMW will also be displaying the selected winner of its BMW Art Journey campaign, Max Hooper Schneider.

Luxury and Art Basel

The Miami festival follows similar strategies from luxury brands and the festival's previous location this year.

One of the world's largest contemporary art shows, Art Basel Hong Kong, inspired various brand initiatives that saw luxury marketers get involved in different ways to further align their images with the art scene, as luxury and art go hand-in-hand.

The Peninsula Hotels, Rolls-Royce Motor Cars, Lane Crawford, Sennheiser Electronics and Stella McCartney were just a few of the luxury marketers who introduced a series of rollouts for Art Basel Hong Kong. The range of initiatives included a variety of methods from sponsorships to social media actions to on-site installations ([see more](#)).

Lionheart Capital, the developer of The Ritz-Carlton Residences, Miami Beach spread a message of positivity with a laser light installation last year that could be seen for miles around.

The large-scale commissioned piece by artist Yvette Mattern's, dubbed the #RitzRainbow, sent beams of multicolored lights through the night sky from Lionheart Capital's headquarters. For the real estate company, this artwork enabled it to have a presence during Art Basel, when many affluent individuals descend on Miami ([see more](#)).

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