

ARTS AND ENTERTAINMENT

Sentient Jet works with Sotheby's to provide offerings to Hamptons-goers

July 26, 2018



Sentient Jet looks into to the art world. Image credit: Sentient Jet

By STAFF REPORTS

Private aviation company Sentient Jet is working with auction house Sotheby's to bring a series of initiatives to the Hamptons, building on its existing partnership.

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Working as Sotheby's preferred aviation partner in North America, Sentient Jet will be providing brunch and cocktail hours centered on art. The events will take place on the weekend of July 27 in the Hamptons, targeting New York's affluent.

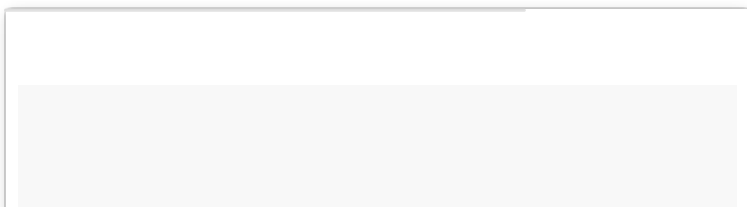
Art and travel

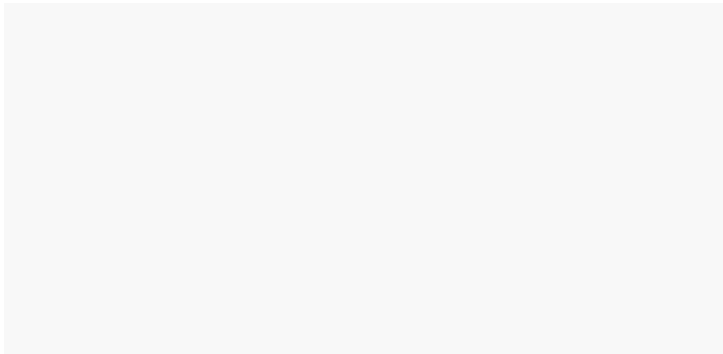
In addition to the weekend activities in the Hamptons, Sentient Jet will be providing VIP experiences at Sotheby's Global Headquarters in New York City through its Benefits Guide for cardholders.

A cocktail reception will take place on Friday, named Hungry Heart, which celebrates artist Andrew Brischler. There, nine new pieces from the artist will be showcased, which depict his anxious feelings about the current sociopolitical moment.

The event will take place in Sagaponack at the Madoo Conservancy, hosted by Sotheby's vice president David Rothschild.

On Saturday, a panel discussion will be held during a special brunch at one of Sotheby's Water Mill properties. The event will also feature its Contemporary Curated sale, where Sotheby's Chairman Lisa Dennison and head of contemporary curated Charlotte Van Dercook will discuss insights, notable collectors, the upcoming sale and the contemporary art market.





The Hamptons are calling. With just 10 hours notice, Sentient Jet Cardholders can be on their way. #sentientjet #traveltuesday

A post shared by Sentient Jet (@sentientjet) on Jul 17, 2018 at...

“We are thrilled to be joining our partners at Sotheby’s in celebrating the best of Contemporary art this summer in the Hamptons, a popular destination for so many Sentient Jet cardholders,” said Andrew Collins, president and CEO of Sentient Jet, in a statement. “The art industry is a passion point for a number of our clients and friends, and we look forward to providing them with this unique opportunity to further their education and exploration of the Contemporary period.”

The private aviation firm first extended its member benefits into the arts through an affiliation with auction house Sotheby’s in March of last year.

As Sotheby’s preferred aviation partner in North America, Sentient is able to offer its cardholders access to events and private previews. Expanding into other aspects of hospitality and experiences helps Sentient further its brand positioning and customer (see story).

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