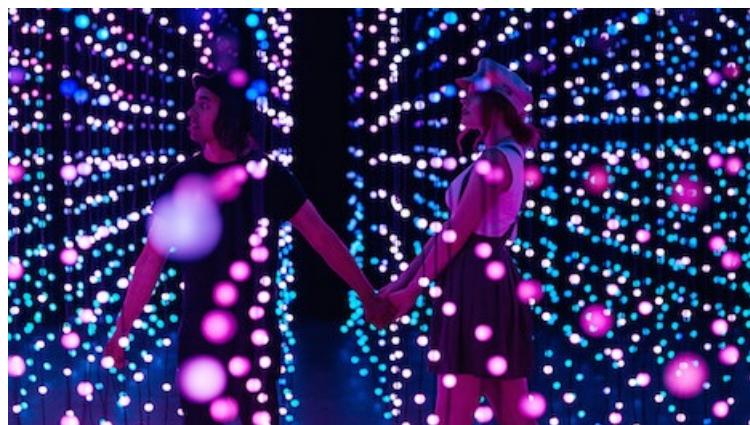


RETAIL

Macerich brings art to luxury shoppers in Arizona

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Submersion by Squidsoup by Adam Elmakias, one of Wonderspace's artists. Image credit: Wonderspace

By STAFF REPORTS

Mall owner and operator Macerich is working to bring art closer to new audiences with a permanent space for global artists.

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As retail becomes more experiential, Macerich is partnering with art show creator Wonderspace to create a series of ticketed-art shows at Scottsdale Fashion Square. The 6,000-square-foot space will include a variety of artists from around the world.

Art and retail

Starting as a pop-up in San Diego last year, Wonderspace is working in a variety of cities to create immersive installation featuring international artists.

With Macerich, Wonderspace hopes to bring three shows a year to the new Scottsdale Fashion Square space, starting in the upcoming year.

"The first permanent location for Wonderspaces, with its dynamic roster of curated art installations, is a strong fit for Scottsdale Fashion Square and for Macerich," said Doug Healey, executive vice president of leasing at Macerich, in a statement. "The high-caliber artists and the exceptional setting Wonderspaces is creating to showcase their exciting work will come together as a powerful draw for this sophisticated region and for visitors from around the world."

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Desert Botanical Garden's Las Noche de las Luminarias will be more vibrant in sound and light than ever, as Electric Desert | A Light and Sound Experience by Klip Collective sets the stage for holiday magic at the Garden for 29 nights. Each evening will feature more than 8,000 hand-lit luminaria bags, thousands of white twinkle lights and the pulse of Electric Desert. Happening now through May 12, tickets available at www.dbg.org

A post shared by Scottsdale Fashion Square (@scottsdaliefashionsquare) on Dec 14, 2018 at 6:57pm PST

Another installation seen at Scottsdale Fashion Square

With retail, art and experiences coming closer together in the current luxury-shopping climate, an endeavor such as this is important for both brands.

"Scottsdale Fashion Square offers a unique opportunity to make the extraordinary artwork of our partner artists accessible to metro Phoenix," said Jason Shin, president and cofounder of Wonderspace, in a statement. "Through our shows, we aim to create a space where people can connect with art and with each other."

"Everything about our shows from the location and pricing to the lineup of art is designed with accessibility in mind," he said.

Macerich is also looking to drive traffic to its shopping centers through another partnership, this time with co-working company Industrious.

This alliance brings Industrious' office concept to multiple properties, with the first location opening at Macerich's Scottsdale Fashion Square. Malls are increasingly becoming mixed-use properties as developers seek to bring people in for more than shopping ([see story](#)).