

ARTS AND ENTERTAINMENT

Luxury aligns with Art Basel, Design Miami for creative brand building

December 3, 2019



Art Basel Miami Beach in 2018. Image courtesy of Art Basel

By SARAH JONES

As the art and design worlds head to Miami this week, luxury brands are catering to an affluent crowd through activations and hospitality.

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Running Dec. 5 to 8, Art Basel Miami Beach will exhibit works from more than 200 modern and contemporary galleries around the globe, while Design Miami from Dec. 3 to 8 will feature 33 galleries from 13 countries. The global footprints of these events are reflected in the participating luxury brands, as partners and sponsors ranging from BMW to Balenciaga link with the fairs.

"I think there is something very special about Art Basel, not just because it showcases some of the greatest new works that the contemporary art scene has to offer, but that it does it against such an eclectic backdrop," said Anastasia Seebom, CEO of [Quintessentially](#). "Experiencing Art Basel Miami is truly immersive yes, parts of it can be glamorous and fun, but it's also inspiring, bringing together so many different kinds of events and creative minds.

"Whether you're attending a patron dinner with an emerging new artist, or an immersive live painting event on the beach with DJs and dancing, the communities and connections are fascinating," she said. "Art Basel Miami is a cultural calendar highlight, and for luxury brands it's a way to round out the year with impact and connect with their audience directly in a fun, creative and collaborative environment.

"Quintessentially is executing some amazing experiences for our luxury partners, from experiential dinners to talks with some of the most exciting figures in art. Each year, the creative bar at Art Basel Miami rises when it comes to events and programming, which is so exciting for those attending, and creates a wave on social media giving the brands involved an immediate return."

Miami bound

Last year, Art Basel Miami Beach attracted 83,000 visitors across five days.

Catering to the high-end audience at the fair, Quintessentially has become the official concierge partner for Art Basel

in Miami.

As part of the partnership, Quintessentially is offering VIP guests and exhibitors complimentary membership ahead of and during the show, providing assistance in making restaurant and hotel bookings, hair and makeup appointments and transportation arrangements. A dedicated concierge desk can help with bespoke requests such as itineraries.

During Art Basel, Quintessentially is also hosting exclusive events for VIPs and its members who are in Miami.

Art Basel associate sponsor NetJets is giving its members access to the fair during the invite-only preview days. The private aviation firm will also be hosting an installation and VIP hospitality area at the show.

Douglas Elliman Development Marketing is partnering with Art Basel for the seventh year. The real estate brokerage is hosting a lounge that is outfitted in Liaigre furnishings.

During the show, the real estate company will also be taking Douglas Elliman and Knight Frank agents on tours of Miami developments.

Ruinart, one of Art Basel's host partners, is using its presence at the fair to raise funds for the Amazon rainforest. As part of its year-long art project with Vik Muniz ([see story](#)), Ruinart is selling 30 limited-edition leaf prints by the artist for \$5,000, with proceeds going to Imazon.

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Throughout @artbasel Miami, @Ruinart and @VikMuniz are working alongside @amazonofficial to raise money for conservation of the Amazon rainforest. 30 limited-edition prints of Vik's emblematic Leaf art work will be released, with 100% of the proceeds benefiting Imazon and their conservation efforts. Offered at \$5,000, all prints are numbered and come with a certificate of authenticity. Grab yours on December 4th on @clos19official or during our release at Art Basel! Link in bio to find out more! #Ruinart #Champagne #BlancdeBlancs

#artbaselmiami #vikmuniz #Chardonnayleaf #art #inspiration #design #dailyinspiration #photography #igart #creative #creativity #photooftheday #arty #artsoninstagram #artwork #artist #artoftheday #goldenhour
ENJOY RUINART RESPONSIBLY

A post shared by Ruinart Champagne (@ruinart) on Dec 2, 2019 at 5:24am PST

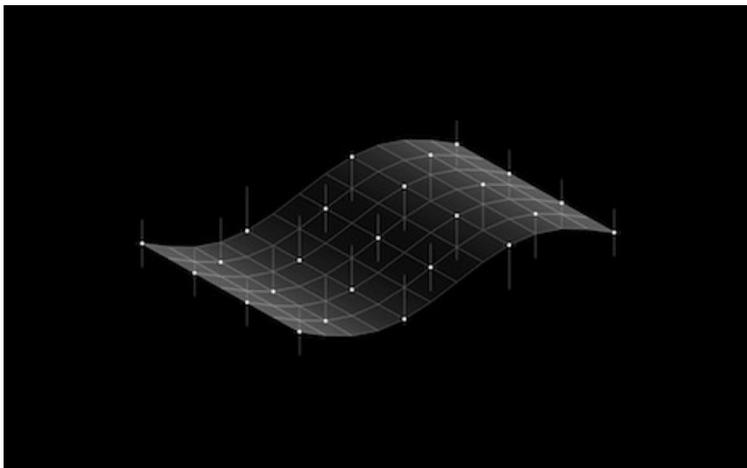
Instagram post from Ruinart

Fellow Art Basel host partner La Prairie is taking inspiration from its White Caviar Collection for an installation that explores the relationship between light and shape. A commissioned piece by Pablo Valbuena, titled "Wave," will sit on the beach, while an interpretation of the artwork will be showcased at the beauty brand's lounge onsite at the fair.

"As a global partner, La Prairie participates to the three Art Basel shows: in Basel, in Hong Kong and in Miami," said Greg Prodromides, chief marketing officer of [La Prairie](#). "For each fair, we give a carte blanche to an artist to pay tribute to our values and our heritage in an exclusive art work so it is a different story we are presenting each time.

"Miami definitely has more of a vibrant vibe and the whole city gravitates around celebrating contemporary art for a week at the Convention Center where the Art Basel fair is located, but also on Miami Beach, which conveys a very particular atmosphere," he said. "This is why we are particularly proud to present an art installation on the city's most iconic landmark.

"At La Prairie, we feel very strongly about sharing art in order to elevate culture as a whole, a vision I know we share with Pablo Valbuena. This is why for this edition, we wanted to do something a little out of the ordinary by placing the commissioned art piece outside of the Art Basel venue on Miami Beach's iconic ocean front where it can be experienced by the public at large. Engaging with this public was first and foremost our objective when we decided to commission a public art piece."



La Prairie's commissioned piece by Pablo Valbuena. Image courtesy of La Prairie

Other Art Basel sponsors include BMW and Audemars Piguet.

Taking a retail approach to Art Basel, rental platform Armarium is hosting a pop-up at the Faena Bazaar, enabling show attendees to borrow fashion for their party needs.

During Art Basel, Loewe will be staging a textile, sound and video installation by Hilary Lloyd at its Miami boutique.

In honor of Art Basel and Design Miami, Versace is hosting an exhibit at its store. On display will be furniture by interior designer Sasha Bikoff alongside the archival Versace looks that inspired her designs.

Balenciaga is also merging art and apparel in a home dcor partnership with artist, architect and furniture designer Harry Nuriev. The collaboration resulted in a clear couch stuffed with discarded Balenciaga garments, bringing secondhand fashion into furniture to make an environmental statement.

[View this post on Instagram](#)

It happens! THE BALENCIAGA SOFA - BY HARRY NURIEV IN COLLABORATION WITH BALENCIAGA "Harry Nuriev Creates a Couch Filled With Balenciaga Clothes For Miami Art Basel" read full story at Vogue @voguemagazine about my official collaboration with Balenciaga @balenciaga at @designmiami this December/ story by @liana_ava

A post shared by Harry Nuriev (@harrynuriev) on Nov 25, 2019 at 10:36am PST

Instagram post from Harry Nuriev

For Design Miami, sponsor Gemfields is working with Whitewall to stage "Geochrom" by Sebastien Leon, an installation that explores the structures of emeralds and rubies in 2D and 3D using visuals and sound. Playing off the idea that humans' eyes cannot detect red and green at the same time, the exhibit gradually transitions from red to green.



Gemfields at Design Miami. Image courtesy of Gemfields

Lexus is the official automotive partner for Design Miami, returning for a second year. As a hospitality push, Lexus will have a fleet of hybrid vehicles on hand to chauffeur VIP attendees.

The marque is also commissioning its first installation for Design Miami, which is based on the fair's theme of "Elements: Water." Centered on its LC Convertible Concept, "Sunshower" by Nao Tamura is a multimedia experience that includes charging stations and edible water capsules made of seaweed.



Lexus is returning to Design Miami as official automotive partner. Image courtesy of Lexus

Lexus is also working with Whitewall to stage talks during the show on subjects ranging from sustainability in luxury

to the future of city design.

Also taking inspiration from the water theme for Design Miami, sponsor Swarovski is highlighting its Waterschool initiative through an installation. Meanwhile, an exhibition from fellow sponsor Panerai will dive into its Submersible timepieces.

Also sponsoring Design Miami are Louis Vuitton, Fendi, Stephen Webster and Perrier-Jout.

Ahead of the fairs, Dior is staging its men's pre-fall 2020 show on Dec. 3 in Miami, getting in on the action ([see story](#)).

Art affiliations

Beyond Art Basel, luxury brands frequently partner with art fairs to further their positioning in design.

For instance, German automaker BMW showed its support for Berlin culture by linking with a newly founded art fair.

During Berlin Art Week in 2017, the first edition of art berlin was staged with BMW as official partner. This builds on BMW Group's existing relationship with the Berlin art community, including the Mini brand's ongoing sponsorship of gallerist association art berlin contemporary (abc) ([see story](#)).

Jeweler Van Cleef & Arpels similarly showcased its savoir-faire through an exhibition at The European Fine Art Fair (TEFAF) in Maastricht, Netherlands.

The house returned to the art fair for the 2016 edition, exhibiting a number of heritage and contemporary pieces in the haute joaillerie section. Widely regarded as the leading art show worldwide, TEFAF presents a platform for Van Cleef & Arpels to share its jewels with art enthusiasts ([see story](#)).

"La Prairie has always had an organic link to the world of arts," Mr. Prodromides said.

"In 2017, we initiated a partnership with Art Basel based on the common values of luxury, Swissness and audacity," he said. "This partnership allows us to create an emotional and authentic link with our audience and express our approach to timeless beauty in a unique way, embracing the art world's values while paying tribute to our Swiss origins."

At an estimated total cost of \$4.8 billion, art fairs are the biggest expenses for businesses operating in the global art and antiques market, according to a report from Art Basel and UBS.

However, the participation is worthwhile as sales at art fairs are estimated to have reached \$16.5 billion in 2018, an increase of 6 percent from the previous year ([see story](#)).

"Our members in the 60 cities we operate in worldwide are always looking to maximize their time and seek out new and interesting experiences," Ms. Seebohm said. "They want to explore new cities, new cultures, new people and connect with happenings that are exciting, memorable and different.

"Art is a big passion point amongst our members we have our own in-house art advisory service, Quintessentially Art, which advises clients on buying and selling art, curates private art collections, organizes studio tours, commissions, access to art fairs, private views, exhibitions and more," she said. "For many of our members, art is a way to see the world and learn more about it.

"We know that those who attend Art Basel are equally curious and discerning and are looking for access, inspiration and importantly the chance to be connected to events, experiences and like-minded individuals."