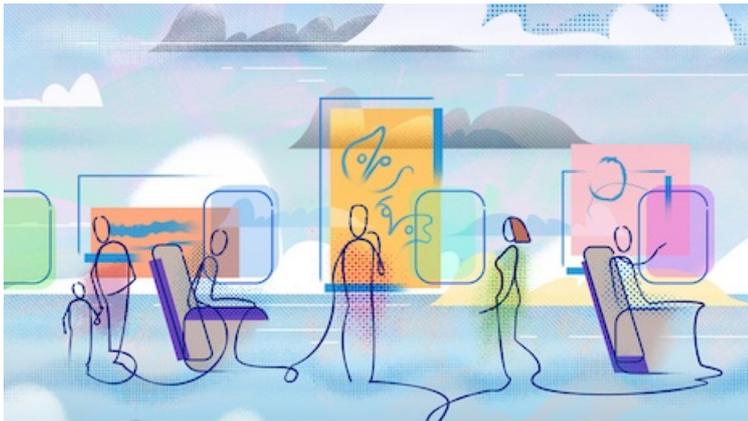


TRAVEL AND HOSPITALITY

## VistaJet, Frieze Art Fairs team for exclusive access, activations

April 29, 2022



*VistaJet is partnering with Frieze Art Fairs for exclusive access and events. Image credit: VistaJet*

By LUXURY DAILY NEWS SERVICE

Private aviation company VistaJet is expanding its member-only offerings with a new artistic partnership.

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VistaJet has partnered with the Frieze Art Fairs for exclusive and VIP access to some of the world's top art events. Many luxury brands leverage art partnerships to reach affluent collectors and patrons.

### Art in the sky

Members will be able to request VIP access through VistaJet to attend upcoming Frieze Fairs. The next show is taking place in New York from May 18 to 22, with the Seoul and London events following in September and October, respectively.

Starting May 13, VistaJet passengers can also have early access to the Frieze viewing room five days before the show's New York opening. The private preview can be enjoyed from any VistaJet aircraft.

VistaJet will also host member-only dinners and activations at Frieze, allowing travelers to connect with artists, collectors and curators.

As travel and in-person events rebound from the COVID-19 pandemic, these partnerships can prove especially fruitful for marketers.

In 2021, a year-long initiative, "Art.Matches.Fashion" explored the intersection of the two creative industries, beginning with the latest installment with Frieze featuring contributions from various artists. The project included an audio guide spotlighting these artists as well as art institutions to visit in New York ([see story](#)).

More recently, LVMH-owned Champagne house Ruinart marked the Frieze Los Angeles art fair with a collaboration spotlighting sustainability. San Francisco-based artist and eco-activist Suzanne Husky was tapped for the third R.U.in.ART commission, an initiative founded for the inaugural Frieze Los Angeles in 2019 ([see story](#)).

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