

ARTS AND ENTERTAINMENT

# UBS to premiere contemporary programming at Art Basel Miami Beach 2025

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The organization is also supporting local schools with on-site educational programs. Image credit: Art Basel

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Wealth management firm UBS is set to activate during one of the largest creative fairs of the year.

The company will soon present “Beyond Pop: Art of the Everyday,” merging fine art and pop culture at Art Basel Miami Beach 2025. Live from Dec. 5 to 7 at the Miami Beach Convention Center, the UBS Lounge and Art Studio are available to attendees; a public panel discussion between collectors and UBS art advisory specialist Matthew Newton is also on the program.

“UBS is proud to continue our longstanding partnership with Art Basel Miami Beach, a collaboration that began with the fair’s debut in 2002,” said John Mathews, head of private wealth management in the Americas at **UBS**, in a statement.

“As the U.S. remains the world’s largest center for art trade, the fair serves as a vital hub for global exchange and a unique opportunity to engage with our clients around the ideas and cultural forces shaping the world today,” Mr. Mathews said. “At UBS, we’ve built a decades-long tradition of connecting clients with contemporary art to broaden perspectives, spark conversation and enrich experiences.”

## Splash of color

Inside the wealth management firm’s lounge, Ms. Bernhardt’s pieces will be showcased alongside those pulled from the UBS Art Collection; this includes works by talents such as Hong Hao, Claes Oldenberg, Ed Ruscha and Andy Warhol.

Continuing the “Beyond Pop” presentation is the dedicated UBS Art Studio, which will feature various items from Ms. Bernhart, as well as from artists Pae White, Michael Craig-Martin, Anne Collier and Do Ho Suh. The art studio additionally houses hands-on stations where attendees can craft their own prints from 1 p.m. to 3 p.m., starting Dec. 5.

The pop-up will also exhibit a digital entry from Chinese artist Lu Yang. A public panel discussion titled “Beyond Trends: Building a Timeless Collection” will be held on Dec. 6 in the venue’s grand ballroom.

UBS is granting 1,000 local students complimentary Art Basel Miami Beach tickets as the event’s supporting school access partner.



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"The works on view at this year's UBS Lounge focus on the everyday objects that surround us in our lives," said Mary Rozell, global head of the UBS Art Collection, in a statement.

"Through these artistic interpretations, including the incredible new commission by Katherine Bernhardt, pop culture meets fine art," Ms. Rozell said. "The UBS presentations at the fair showcase UBS's commitment to supporting art that deepens perspectives and inspire conversations."

UBS recently worked with the global art fair to release the latest edition of the Art Basel and UBS Survey of Global Collecting ([see story](#)).

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