

# art miami | CONTEXT art miami

DECEMBER 5-10 | 2017 VIP PREVIEW DEC 5

**NEW LOCATION** | **ONE HERALD PLAZA | AT NE 14TH STREET**  
**DOWNTOWN MIAMI** | **ON BISCAYNE BAY**

## **ART MIAMI LAYS 250,000 SQUARE FOOT CONCRETE FOUNDATION FOR 28<sup>TH</sup> EDITION & BEYOND AT NEW DOWNTOWN LOCATION ON BISCAYNE BAY**

*CONTEXT Art Miami Sixth Edition Enhances Presentation With New Infrastructure Creating World Class Exhibition Facility for Exhibitors and Attendees During Art Week Miami 2017*

(MIAMI, FL – November 8, 2017) – Today, Art Miami LLC announces the completion of a concrete slab that will house Art Miami – the city's longest-running contemporary art fair and its sister fair CONTEXT Art Miami, at their new waterfront location at One Herald Plaza in Downtown Miami. The 250,000 square-foot cement floor solidifies the fairs commitment to its new location and its continued investment in their beloved city of Miami.

This year, Art Miami and CONTEXT Art Miami have designed an area with new amenities that improve the guest experience, allowing visitors to spend an entire day at the fairs. To facilitate the experience, there will be six hospitality areas including a waterfront café, an indoor café, outdoor dining space, cocktail lounge, an outside cocktail deck overlooking beautiful Biscayne Bay. Both fairs will feature newly designed VIP lounges. The hospitality areas will accommodate up to 600 people at any given time.

Nestled between the Venetian Causeway and MacArthur Causeway and just east of Biscayne Boulevard, the 28<sup>th</sup> edition of Art Miami and the sixth edition of CONTEXT Art Miami will offer an unprecedented level of convenience and a renewed connectivity to the activities and collectors on Miami Beach with accessible parking, a complimentary shuttle service between fairs and UBER service for VIP ticket holders throughout the week. The waterfront location will also add to the fairs' exceptional ambience as collectors browse through more than 140 international galleries at ART Miami and more than 100 contemporary galleries at CONTEXT Art Miami.

Parking and transportation options at the new location provide more options than years past with valet parking being offered opening night, and multiple general parking garages within one city block walking distance with more than 4,000 combined parking spots. A transportation center will be set up at the front of the fair providing access for the drop off and pick up from taxis, shuttle bus service and Uber. 50 feet from the front door of the fair special parking lot will be reserved and designated as a waiting area for private black car services dropping off and picking up collectors on the move.

“The completed foundation at our new location marks a milestone for Art Miami and CONTEXT Art Miami as we finally have an infrastructure and long-term location that is reflective of the quality art work on exhibit for acquisition and reinforces our position during Art Week Miami and on the international stage of important art fairs in the world,” said Nick Korniloff, Executive Vice President and Partner of Art Miami LLC. “As we continue to grow, we are committed to providing the best experience possible for our international attendees, participating gallerists and community partners, and our new home enables us to do just that.

This year’s fair will kick off on the evening of Tuesday December 5th, with a VIP Private Preview to benefit the Pérez Art Museum Miami (PAMM), sponsored by Christie's International Real Estate. This is the sixth consecutive year that PAMM has been the fair’s exclusive VIP Preview benefactor and Art Miami LLC has already donated more than \$150,000 to further the museum’s collection and mission. The partnership remains an integral part of Art Miami’s larger commitment to the city of Miami.

As one of the top ranked international art fairs for attendance in the U.S. and second most attended globally, Art Miami attracts more than 85,000 new and established collectors, curators, museum professionals, members of the press and art world luminaries annually. Presenting the finest investment quality paintings, photography, prints, drawings, design, sculpture and video art, with works from the 20<sup>th</sup> and 21<sup>st</sup> centuries, the 2017 line-up features galleries from more than 20 different countries. The acclaimed international galleries will showcase important modern masters and blue-chip contemporary artists as well as the most sought after living artists from around the world.

## **HOURS AND LOCATION**

### **Fair Hours:**

Opening Night FIRST VIEW VIP Preview | Tuesday, Dec 5: 4:30PM - 5:30PM

Opening Night VIP Preview | Tuesday, Dec 5: 5:30PM – 10PM

Fair: Wednesday, Dec. 6 – Sat., Dec. 9, 11AM –8PM; Sunday, Dec. 10; 11AM – 6PM

### **Location:**

The Art Miami Pavilion, One Herald Plaza @ NE 14TH Street, Downtown Miami

On Biscayne Bay between the Venetian & MacArthur Causeways

## **TICKET INFORMATION**

A One-Day Fair Pass provides admission to Art Miami and CONTEXT Fairs. A Multi-Day Pass provides admission to Art Miami, CONTEXT and Aqua Art Miami Fairs.

- One-day fair pass (includes admission for Art Miami and CONTEXT only) - \$50
- Multi-day fair pass (includes admission for Art Miami, CONTEXT and Aqua Art Miami) - \$95
- VIP Pass - \$250 (Access to Art Miami + CONTEXT Art Miami VIP Preview on December 5th, 5:30pm until 10pm; Unlimited admission to Art Miami + CONTEXT Art Miami during

public fair hours; Access to Art Miami VIP Lounge + CONTEXT Art Miami VIP Lounge, except during previously scheduled private events, and complimentary admission to partnering Museums. Special exhibitions may require additional ticket purchase. Access to Aqua VIP Preview on December 6th, 3pm-10pm and unlimited admission during fair hours.)

- Seniors 62 years + - \$35
- Students 12-18 years - \$35
- Children under 12 years accompanied by adult – free
- Due to risk of damage to artwork, strollers are not allowed.
- Groups 10 or more Art Miami + CONTEXT Art Miami only (online ticket purchases only) - \$35
- Private + Group Tours by Living International Art - \$90

For further information or tickets, please call 1.800.376.5850, email [info@art-miami.com](mailto:info@art-miami.com) or visit [www.artmiamifair.com](http://www.artmiamifair.com)

### **TRANSPORTION**

- A courtesy shuttle service will run daily during fair hours provided for all ticket holders between AQUA Art Miami at Aqua Hotel and Art Miami/CONTEXT Art Miami at One Herald Plaza
- First View VIP Courtesy Car Service – UBER is Art Miami's preferred private transportation provider. Art Miami and CONTEXT First View VIP Cardholders will have access to complimentary one-way transportation to the fairs by registering their First View VIP card at [www.artmiami.com](http://www.artmiami.com) or [www.contextartmiami.com](http://www.contextartmiami.com) to receive promo code.

### **SPONSORS & PARTNERS**

Christie's International Real Estate; Artsy.net; Unleashed; Tito's Vodka; La Croix Sparkling Water; JW Marriott Marquis Miami and Hotel Beau Arts Miami; Pérez Art Museum Miami (PAMM); Resorts World Bimini; Perry J. Cohen Foundation; Haute Living; Spuntino Catering; Duke Alumni; The Miami Herald; Venu Magazine, The Art Newspaper, Art Pulse, GMCVB; Mutual Art, Art Nexus, Aesthetica and Artillery. Cultural Partners include, Lily Noches benefiting The Bouniconi Fund To Cure Paralysis; The Bakehouse Art Complex; Patricia & Phillip Frost Art; Harvard Business School Club of South Florida; The Museum of Contemporary Art; NSU Art Museum; The Boca Raton Museum of Art; History Miami Museum; ICA Miami; Culture Owl; Young At Art Museum,

**Art Miami and CONTEXT Art Miami** will be located at The Art Miami Pavilion, One Herald Plaza @ NE 14TH Street, Downtown Miami. On Biscayne Bay between the Venetian & MacArthur Causeways. For further information or tickets, please call 1.800.376.5850, email [info@art-miami.com](mailto:info@art-miami.com) or visit [www.artmiamifair.com](http://www.artmiamifair.com)

### **ABOUT ART MIAMI**

As the city's original and longest running contemporary and modern art fair, Art Miami is globally recognized as a primary destination for the acquisition of significant work from the 20<sup>th</sup> and

21<sup>st</sup> centuries in collaboration with a selection of the world's most respected galleries. During its 28th edition, Art Miami will present an array of iconic and exemplary works dynamic projects and special installations from more than 140 exhibitors to more than 85,000 visitors at its new waterfront location One Herald Plaza. For more information and to purchase tickets, please visit [www.artmiamifair.com](http://www.artmiamifair.com).

#### **ABOUT CONTEXT ART MIAMI**

CONTEXT Art Miami, the sister fair to Art Miami, is dedicated to the development and reinforcement of emerging and mid-career artists, launched in 2012. CONTEXT's open atmosphere creates a meaningful dialogue between artists, galleries and collectors while providing the ultimate platform for established and emerging galleries to present cutting-edge and emerging talent. The 100 international galleries vetted by the CONTEXT Selection Committee will exhibit highlights from their gallery programs, solo artist exhibitions and/or curated projects. For more information and to purchase tickets, please visit [www.contextartmiami.com](http://www.contextartmiami.com).

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