

Art | Basel | Miami Beach
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WELCOME CHANNEL IS A MEDIA PARTNER OF ART BASEL MIAMI BEACH 2009 FOR THE THIRD YEAR

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November 4, 2009 MIAMI -- The Welcome Channel announced today that it will be a proud partner of the 2009 Art Basel Miami Beach, December 3-6, 2009 for the third year.

The international art show hosting more than 250 leading galleries from the USA, Canada, Europe, Latin America, and Asia will be showing works by over 2,000 artists of the 20th and 21st centuries. Special sectors are devoted to very recent artworks, curated exhibitions, video-and sound-based works, performances, open air cinema and art in public spaces.

"Art Basel is consistently attracting a worldwide audience year after year here in Miami & the Beaches and is a tremendous event for all visitors international and domestic. We are very proud to be involved as a sponsor once again," said April Donelson, Sales and Marketing Director for The Welcome Channel.

This year, the layout of Art Basel Miami Beach will be extensively redesigned, including larger spaces for many galleries, and an innovative floorplan to maximize the visitor experience inside the Miami Beach Convention Center. The Art Positions sector, focused on special projects by young artists and galleries, formerly situated at Collins Park, will now be sited in the center of the Miami Beach Convention Center. Art Galleries, the main section of the show, will again feature the Art Kabinett program, which spotlights curated presentations in the selected gallery's booth, while Art Nova will present new works by more than 170 artists.

The totally new Oceanfront exhibition environment will be created by Los Angeles artist Pae White commissioned by Creative Time, the legendary New York-based public art organization, and host a daily program including the Art Basel Conversations, Art Perform, Art Video, and Art Film. Presented in the public spaces between and around the Oceanfront and the Miami Beach Convention Center, this year's Art Projects will connect the two main areas of the show.

On the eve of the opening, invited guest from around the world will attend the prestigious Vernissage. Many major US museums are organizing trip to Florida., and numerous groups of art collectors from Latin America and Europe have already announced their visits. During the show's five-day run, more than 40,000 art lovers re expected to visit the international art show.

The redesign of Art Basel Miami Beach

At the center of the Miami Beach Convention Center visitors will discover an area housing the Art Salon talks program, Art Magazines, Art Institutions and two restaurants. This central area will be surrounded by the Art Positions booths, while Art Nova will extend along a concentrated row at the south end of the halls.

Art Galleries sector

The Selection Committee has picked more than 180 galleries for this year's show. About half of the exhibitors come from outside the United States, with strong participation from Europe and Latin America, plus a number of galleries from Asia.

Art Kabinett sector

Art Kabinett gives the 28 galleries participating in the Art Galleries sector an opportunity to present small curated exhibitions, in a separately delineated space within the gallery's booth. The exhibition concepts for Art Kabinett are diverse, including thematic group exhibitions, art-historical solo shows and showcases for rising stars.

Art Nova sector

In this year's Art Nova sector, 64 emerging and established galleries from 24 countries are presenting new works, by a maximum of three artists. Recent pieces by more than 130 artists will be on display, providing visitors with an opportunity for discovering pieces fresh from artist studios around the globe-and making the sector an ideal place to spot the newest tendencies in artistic production.

Art Positions sector

Formerly located at Collins Park, Art Positions will now be situated in the center of the exhibition halls surrounding the central cube. The sector presents 23 young galleries from 9 different countries, showcasing cutting-edge projects by single artists or conceptual group shows.

The Oceanfront

The Oceanfront area, formerly home to Art Positions, has been created as a platform for Art Basel Miami Beach's supplemental cultural activities. Situated directly on the beach, in the city where Latin America meets North America, the Oceanfront marks the point where the artworld interfaces with the broader public.

Art Projects

Art Projects, this year curated for the first time by Patrick Charpenel of Guadalajara, Mexico, features projects by internationally renowned artists, selected from proposals by the galleries of Art Basel Miami Beach and installed in the outdoor public spaces of Miami Beach.

Art Perform

Based at the Oceanfront, Art Perform now features an intensified program of longer performances by rising international artists. As in former years, this program will be conceived by curator Jens Hoffmann, director of the CCA Wattis Institute, San Francisco.

Art Video

Art Video is a video program curated by Creative Time including discussions with artists and curators active in the field.

Art Film

Art Film is an evening devoted to a single film with strong artworld connections, curated by Zurich film connoisseur This Brunner, followed by a panel with a selection of participants.

Art Basel Conversations

Now located at the Oceanfront, Art Basel Conversations offers audiences access to first-hand information on important aspects of the international artworld. This year's topics include "Museum Directors: Change in Generation," "Art Collections in Latin America" and "The Future of the Museum: The Portable Museum."

Art Salon

Situated in the central area of the Miami Beach Convention Center, Art Salon is a platform for discussion by artworld figures presenting their projects, with an emphasis on the most current themes in contemporary art.

For the latest updates on Art Basel Miami Beach, visit www.artbaselmiamibeach.com

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