

**Art | Basel | Miami Beach**  
**2-5 | Dec | 10**



## WELCOME CHANNEL IS ONCE AGAIN A MEDIA PARTNER OF ART BASEL MIAMI BEACH 2010

**Welcome Channel Press Contacts:** Matt Hege, Vice President, 305-441-1231

April Donelson, Sales and Marketing Dir., [aprild@welcomechannel.tv](mailto:aprild@welcomechannel.tv)

**Art Basel Press Contacts:** (US Office) Sara Fitzmaurice/Dan Tanzilli; Ftitz & Co., (212) 627-1455, [dan@fitzandco.com](mailto:dan@fitzandco.com); (Florida) Bob Goodman, Garber & Goodman, Inc., (305) 674-1292, [floridaoffice@artbasel.com](mailto:floridaoffice@artbasel.com);

October 1, 2010 MIAMI -- The Welcome Channel announced today that it will be once again a proud partner of the 2010 Art Basel Miami Beach, December 2-5, 2010.

The international art show hosting more than 250 leading galleries from North America, Europe, Latin America, Asia and Africa will take part, showing works by more than 2,000 artists of the 20th and 21st centuries.

"Art Basel continues to be a worldwide draw for visitors to Miami & the Beaches each year, and is a tremendous event we are so proud to host here in the Magic City. We are so pleased to be involved in a partnership once again." said April Donelson, Sales and Marketing Director for The Welcome Channel.

After launching last year, the Oceanfront exhibition area returns again to Art Basel Miami Beach 2010, sited in an environment designed by young architects Phu Hoang and Rachely Rotem. The Oceanfront Nights program, curated by Creative Time, spotlights the cultural scenes of Berlin, Detroit, Glasgow, and Mexico City.

Prominent guests from around the world will attend the exclusive opening on December 1. Many major global museums are organizing trips 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 visitors are expected at Art Basel Miami Beach 2010.

### **Art Galleries sector**

The Art Basel Miami Beach Selection Committee – comprised of 12 renowned international gallerists – has picked more than 180 galleries for the main sector of this year's show. More than half of the exhibitors come from outside the United States, with strong participation from Europe, 20 galleries from Latin America, eight galleries from Asia and two from Africa. The following galleries are exhibiting for the first time: Cernuda Arte (Coral Gables), Leslie Feely Fine Art (New York), Hackett Mill (San Francisco), Galerie Rodolphe Janssen (Bruxelles), Sabine Knust Maximilian Verlag (München), Jorge Mara - La Ruche Gallery (Buenos Aires), Nyehaus (New York), Franklin Parrasch Gallery (New York), Gary Snyder (New York). The following galleries are returning to the Art Galleries after a one-year hiatus: Galería Juana de Aizpuru (Madrid), The Approach (London), Arndt (Berlin), Luis Campaña (Köln), David Nolan Gallery (New York), Anthony Reynolds Gallery (London), Sprüth Magers Berlin London (Berlin), Galerie Bob van Orsouw (Zürich), Waddington Galleries (London), Washburn Gallery (New York), Donald Young Gallery (Chicago).

### **Art Kabinett sector**

In the Art Kabinett program, galleries selected for the Art Galleries sector present small curated exhibitions in a separately delineated space within their booth. The exhibition concepts for the 20 Art Kabinetts 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, 50 emerging and established galleries from 17 countries are presenting new works by either two or three artists. In all, recent pieces by 131 artists will be on display, providing visitors an opportunity to see pieces fresh from studios around the globe - and making the sector an ideal place to spot the newest artistic tendencies.

### **Art Positions sector**

The new criteria for Art Positions creates a platform for a single major project from one artist, allowing curators, critics and collectors to discover ambitious new talents. The sector presents 14 young galleries from seven different countries, showcasing cutting-edge single projects by the artists Hany Armanious (1962), Jorge Méndez Blake (1974), Brian Bress (1975), François Bucher (1972), Dario Escobar (1971), Fernanda Fragateiro (1962), Nikolas Gambaroff (1979), Eddie Martinez (1977), Gabriel Sierra (1975), Kara Tanaka (1983), Johanna Unzueta (1974), Phil Wagner (1974), Judi Werthein (1967) and Héctor Zamora (1974).

### **Art Public**

Art Public, curated for the second time by Patrick Charpenel of Guadalajara, Mexico, features projects by internationally renowned artists. Selected from proposals by the galleries of Art Basel Miami Beach, the projects are installed in the outdoor public spaces of Miami Beach, within close proximity to Oceanfront area and the Miami Beach Convention Center. These works will engage directly with the spectator, interrupting the daily routine of passersby in poetic and surprising ways.

### **The Oceanfront**

Occupying an entire city block directly at the heart of Miami Beach's waterfront, the Oceanfront exhibition area will be purpose-built for the presentation of contemporary art, performance, video, and live music every night. Selected by Art Basel Miami Beach and Creative Time as the winners of an architectural contest, architects Phu Hoang and Rachely Rotem will deploy thousands of feet of reflective rope to create this temporary space. The Oceanfront Nights program for 2010 features four cities at the forefront of today's artistic experimentation and cross-disciplinary collaboration: Berlin, Detroit, Glasgow, and Mexico City. From December 1 to December 4, the diverse program will spotlight one city per night, featuring music, video, performances and more. Art Basel Miami Beach and Creative Time have invited four organizations to partner on creating these Oceanfront nights - the Museum of Contemporary Art in Detroit, Museo Tamayo in Mexico City, Tramway in Glasgow, and 032c in Berlin.

### **Art Basel Conversations**

Art Basel Conversations offers audiences access to first-hand information on important aspects of the international artworld, starting the program with the traditional Artist Talk Premiere featuring a legendary artist. Topics for the following panel discussions include 'Public/Private: Museums in the Digital Age,' 'Latin America: The Collector as Catalyst' and 'Artistic Practice: The School Makers.' Distinguished artists, art collectors, museum directors, curators, critics, gallerists, publishers, and others active in the cultural sphere will take part. There is time allotted after each Art Basel Conversation for the audience to meet the panel informally.

### **Art Salon**

Situated in the entrance D 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. Informal in format but international in scope, it also features book launches, artist talks, roundtable discussions and lectures.

### **Art Film**

Art Film is curated by Zurich film connoisseur This Brunner and will feature the award-winning film 'Waste Land,' which follows renowned artist Vik Muniz as he journeys from his home base in Brooklyn to his native Brazil and the world's largest garbage dump, Jardim Gramacho, located on the outskirts of Rio de Janeiro. There he photographs an eclectic band of 'catadores' - pickers of recyclable materials, to create a new series of works.

### **Museums and Private Collections**

Once again, Miami's leading private collections – among them the Rubell Family Collection, CIFO, the de la Cruz Collection Contemporary Art Space and Home, and the Dacra Collection – will be opening their homes and warehouses to guests of the international art show. The museums of South Florida, too, will be staging important exhibitions to coincide with Art Basel Miami Beach, including: 'Susan Rothenberg: Moving in Place' at the Miami Art Museum; 'Isaac Julien' at the Bass Museum; 'John Storrs: Machine-Age Modernist' and 'Nick Cave: Meet Me at the Center of the Earth' at the Norton Museum; 'Seduce Me,' a collaboration by Isabella Rossellini, Andy Byers, and Rick Gilbert at the Wolfsonian-FIU; 'Bruce Weber: Haiti/Little Haiti' and 'Jonathan Meese: Sculpture' at MOCA Miami; Jim Drain at Locust Projects and the Pearl and Stanley Goodman Latin American Collection at the Museum of Art, Fort Lauderdale.

### **Sponsors and Partners**

In 2010, UBS continues its longstanding and successful partnership with Art Basel and Art Basel Miami Beach. The firm has been main sponsor of Art Basel for the past seven-teen years and main sponsor of Art Basel Miami Beach since the show's inception in 2002. The world-renowned jeweler Cartier supports Art Basel Miami Beach as Associate Sponsor, as do NetJets, the first and largest fractional aircraft ownership company in the world, and AXA Art, the globally active specialty art and collectibles insurance company, which will again provide multilingual VIP guided tours at Art Basel Miami Beach. Furniture is provided by Moroso. Additional partners can be found at [www.artbasel.com/sponsors](http://www.artbasel.com/sponsors).

### **Guided Tours**

The ArtNexus guided tours in English and Spanish are available daily during show hours from Thursday to Sunday. There will be general tours of the show and special tours for Art Kabinett. For reservations and information contact Sol Romero: Tel. +1 305 891 7270, ext. 4; [tours@artnexus.com](mailto:tours@artnexus.com). During show days, reservations can be made by phone or at the Guided Tours Information Desk in Info Zone D.

### **Host Committee**

The Art Basel Miami Beach Host Committee, which comprises over two hundred prominent figures from the local cultural, political, and business communities, demonstrates its ongoing commitment to this international art event by offering a friendly welcome to the area for exhibitors and guests.

### **Design Miami**

This year marks the sixth edition of Design Miami, from November 30 to December 5, with the world's most prominent design galleries presenting contemporary and historic work. Design Miami will for the first time be located in close proximity to the Miami Beach Convention Center. [www.designmiami.com](http://www.designmiami.com).

**Art 42 Basel**

Art Basel, the original international art show established in Switzerland in 1970, runs next year from June 15 to 19, 2011. The world's most prestigious show of modern and contemporary art, it features 300 galleries from all continents showing works by over 2,500 artists.

For the latest updates on Art Basel Miami Beach, visit [www.artbaselmiamibeach.com](http://www.artbaselmiamibeach.com)

**THE WELCOME CHANNEL** ([www.welcomechannel.tv](http://www.welcomechannel.tv)). The Welcome Channel is Miami and the Beaches premiere visitor entertainment style, in-room programming for our most exclusive hotel and resort locations across Miami & the Beaches. Airing 24 hours a day, 7 days per week, The Welcome Channel highlights the very best to do, see, and experience for our international and domestic travelers alike, as well as showcasing some of the most exquisite Real Estate our world renowned destination has to offer. To stay up to date with the very latest taking place in our world class city, programming updates the 15th of each month with time of day programming offered additionally. [www.welcomechannel.tv](http://www.welcomechannel.tv)

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