

*Untitled*, 2013, by French contemporary artist Bernard Piffaretti, will be a part of LA gallery Cherry and Martin's exhibit at Art Basel Miami Beach.

## Dramatic Arts

THE EXCITEMENT OF THIS YEAR'S ART BASEL MIAMI BEACH IS BUILDING AS LA ART LOVERS HEAD EAST. BY SUE HOSTETLER

“Art Basel in Miami Beach is the premier fair in America,” says Jeffrey Soros, esteemed local art collector and MOCA Board of Trustees president emeritus, while discussing the upcoming show in Florida. “Not only does one get a great snapshot of the art market, the state of art at the moment in one glimpse—but also how contemporary art registers beyond the art world.”

As the contemporary art world hurtles into the annual fall whirlwind of auctions, exhibitions, and institutional galas, Art Basel easily stands out among them all. Launched in 2002, the show quickly established itself as the most prestigious in the world, drawing the

crème-de-la-crème of international curators, dealers, artists, and collectors (like Soros) every year. The show, which helped transform Miami into a cultural hub, has grown to include not only a selection of 258 galleries and representation from 31 countries, but also cutting-edge performances, films, talks, and music.

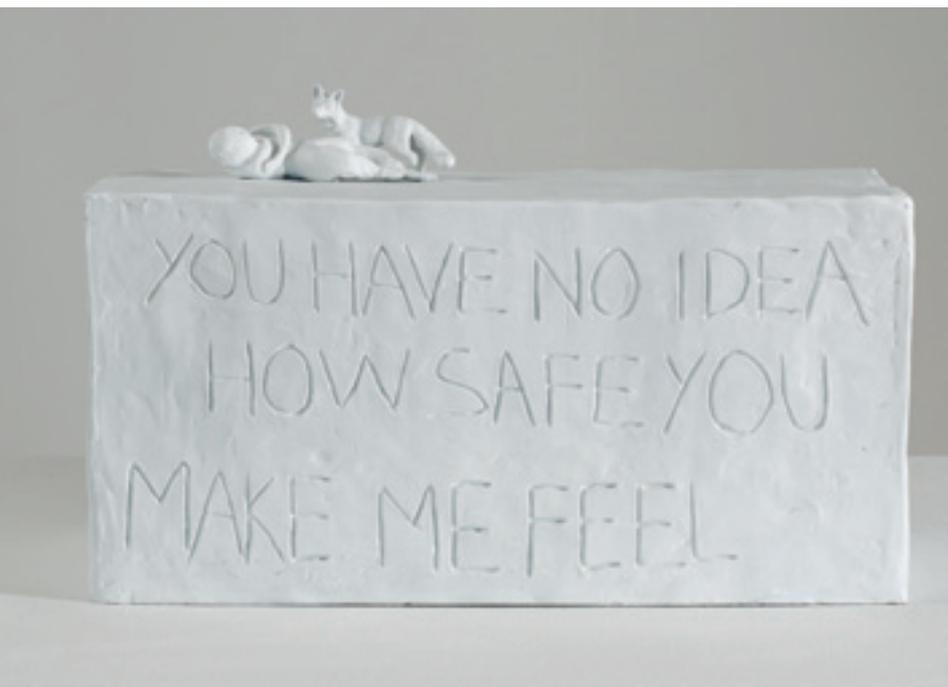
One of the most impressive examples of art transforming the public sphere in Miami the last few years has been the Public sector, staged in Collins Park in collaboration with the adjoining Bass Museum of Art, which will be curated this December by Nicholas Baume, director of New York's Public Art Fund. “We are delighted to now

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Miami heat! MOCA Board of Trustees president emeritus and longtime art collector Jeffrey Soros hops to Art Basel Miami Beach each year to keep his finger on the pulse of the contemporary art scene.

PHOTOGRAPHY COURTESY OF CHERRY AND MARTIN (PIFFARETTI)



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be working with Nicholas,” says Marc Spiegler, director of the three Basel shows—Miami Beach, Basel, Switzerland, and, this year, Hong Kong. “I have known him for almost 10 years, and we have been following with great enthusiasm what he has been doing since joining PAF. We think he will bring a similar brilliance, as seen in his Tatzu Nishi Columbus Circle project last year, to Art Public in December.”

The Miami show, running December 5–8 at the Miami Beach Convention Center, will conclude a year of incredible excitement and growth for the Art Basel brand.

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—JEFFREY SOROS

“We launched our first show in Hong Kong in May—a moment the whole team had worked toward for the past three years,” Spiegler says. “It was very special seeing everything finally come together. And in Switzerland in June we were able for the first time to make use of the new exhibition halls designed by Herzog & de Meuron, the renowned Basel architects. Now we are looking forward to Miami... It will be an amazing show with a particularly strong lineup of galleries from the United States and Latin America, plus new galleries from Europe and Asia, including Tang Contemporary Art from Beijing and Singapore Tyler Print Institute.”

A strong focus will surely be on The Perez Art Museum Miami (formerly the Miami Art

**SROT sRST:** Tracey Emin's sculpture *You have no idea how safe you make me feel* will be on view in ABMB's Kabinett sector; *New2! 5* by LA artist Math Bass will be on view in the Nova sector.

Museum), which has been under construction for almost three years in Bicentennial Park. The hotly anticipated grand reopening (which also includes the new Herzog & de Meuron–designed building, erected on what looks like stilts, a response to “storm surge protection,” we’re told) is set for December 4. It will feature exhibitions by several artists, among them Chinese contemporary artist Ai Weiwei’s “According to What?,” which illustrates that political and cultural issues encompass multiple art forms. Keeping visitors inside may prove difficult though; the museum boasts a dramatic wraparound terrace, extensive landscaping, and incomparable views of Biscayne Bay.

But the real attention-grabber in December may be Miami’s newest resident artist, notorious British bad girl Tracey Emin, who will be celebrating her first US retrospective at North Miami’s Museum of Contemporary Art. Emin, who recently bought an apartment in South Beach and now splits her time between Florida and England, will show a collection of her renowned neon pieces in “Angel Without You,” also opening December 4. To honor the occasion, the Hotel Fontainebleau has adorned all of its beach towels with the words KISS ME KISS ME COVER MY BODY IN LOVE, a message from one of her featured works.

“I spend a considerable amount of time at the main fair,” Soros says. “I love the proximity of the convention center to the beach and hotels. And



there is a Latin vibe in Miami that I’ve yet to experience elsewhere in the States. Also, the private collections are a real treat. Collectors like the Rubells and de la Cruzes are so active, it’s fascinating to see what they’ve been up to.” Soros, a seasoned veteran of Art Basel in Miami Beach has made several key purchases over the years in many different mediums. “What I buy at the fair varies year to year. One year when I was feeling particularly curmudgeonly, I came away empty-handed, but otherwise I end up with something. Personal highlights have been sculptures by Giuseppe Penone and Tony Cragg.”

Spiegler thinks attendees, particularly younger collectors, are going to be most intrigued by the newly added sector, Edition, dedicated to limited-edition pieces and prints presented by 13 galleries. These works tend to be more moderately priced and represent an attractive entry point into the collecting market. Introducing new collectors to contemporary art is actually top of mind for the Basel team. “Art fairs—especially international ones like Art Basel—are definitely becoming more and more important in this context,” Spiegler explains. “They provide a global platform for galleries to meet new collectors from around the world, make new connections with museum directors and curators, and introduce artists to new audiences. Our shows do not become bigger because of a strong market—they become better.” *Art Basel Miami Beach takes place December 5–8; visit artbasel.com.* **LAC**