

Developers, brokerages look to lure artsy set during Art Basel

Real estate and art will merge amid performances, installations, events

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Musical and dance performances, lavish parties, art-studded soirees and public installations aren't only for the art-world set during Art Basel.

During Art Week and Art Basel, developers and brokerage firms will capitalize on the well-heeled crowd descending on Miami to boost the visibility of their luxury projects. Condos are hosting parties and exhibits, brokerages are sponsoring art fairs, districts are becoming public art sites and even restaurants are getting in on the action with events geared to art lovers.

Canvas' developer NR Investments is hosting three days of dance, digital art and musical performances, Hakanaï by Adrien M & Claire B, on the patio of the under-construction 513-unit condo building at 90 Northeast 17th Street in Miami's Arts & Entertainment District. The performances run from Wednesday through Friday.

Property Markets Group and JDS Development Group are hosting a private event with artist Antuan at the recently completed Echo Brickell, at 1451 Brickell Avenue. The Cuban artist is unveiling his "Art from Another Dimension" collection at the luxury condo tower on Tuesday. A handful of units remain for sale at Echo Brickell, which has an expected sellout of about \$300 million.

Cervera Real Estate is also joining in on the Art Basel crush, with this year marking the firm's first affiliation with a major art show during Miami Art Week.

Cervera's Veronica Cervera Goeseke and Alicia Cervera Lamadrid are hosting the opening night preview party on Wednesday of Red Dot Miami and Spectrum Miami, two sister shows in Miami's Arts & Entertainment District. Redwood Media Group joins the firm in sponsoring the event.

"We're happy to do it because of the reputation they have in the art world," Cervera Goeseke said. "They came to us because people who buy lovely apartments are attracted to buying art."

Red Dot Miami and Spectrum Miami will take place at 1700 Northeast Second Avenue in Edgewater. Cervera handles sales in the neighborhood for Biscayne Beach, Aria on the Bay, Elysee Miami and the Aston Martin Residences, which recently broke ground.

The Ritz-Carlton Residences, Miami Beach, is piggybacking Art Basel to showcase its planned in-

house art studio to prospective buyers, with an interactive art installation led by local artist Tatiana Blanco. The project is under construction at 4701 Meridian Avenue in Miami Beach.

Eleven on Lenox, a boutique condo project planned a few blocks from the Miami Beach Convention Center, is offering top brokers free Uber rides from its sales gallery to and from Art Basel events, so they can avoid parking hassles. The boutique condo project is also allowing brokers to park at its sales gallery at 1030 15th Street, relax inside, have a snack, and sip champagne, according to a spokesperson for the Shoma Group project.

For the fifth year, Douglas Elliman will be sponsoring a gallery space within the Collectors Lounge, an area reserved for Art Basel's VIP guests at the Miami Beach Convention Center. The lounge will feature a portfolio of Elliman and Knight Frank's residential developments.

Moishe Mana is bringing a little bit of Wynwood to downtown Miami. The developer and investor is hosting art fairs and artists at some of his properties in the Flagler Street district downtown. PRIZM Art Fair will be held at the 777 International Mall building, which Mana picked up in 2014.

Back in Wynwood, Mana is also hosting his annual birthday bash with InList at Mana Wynwood and Mana Contemporary, a 140,000-square-foot space, on Thursday. DJ Irie, God Save the Queen, Sonic Butterfly and Siso will perform at the event, next to Pinta Wynwood, an art fair held at Mana Wynwood.

Miami's Design District will welcome the art world with a variety of public art installations including Nuage by Ronan & Erwan Bouroullec at Paseo Ponti, between Northeast 40th and 41st streets. The Institute of Contemporary Art Miami will have a 15,000-square-foot outdoor sculpture garden, with an installation of two monumental sculptures by conceptual artist Sol LeWitt.

Irma and Norman Braman funded development of the museum, which opened on Friday. Miami Art Week events include an opening reception of "Everywhere Studio," an exhibit with more than 100 pieces; an artist breakfast and conversation on Thursday; and a Culture Track Miami report presentation, also on Thursday.

The Faena District in Miami Beach is featuring Art Week installations by international artists Phillip K. Smith III, Studio Drift and Peter Tunney, as well as art on the Faena Forum's façade by Miami-based artist Kelly Breez, collective Coral Morphologic and Argentine artist Martin Borini. The district runs on both sides of Collins Avenue from 32nd Street to 35th Street in Mid-Beach.

On Thursday, Goldman Properties is unveiling its annual Wynwood Walls exhibit, with the theme of "human kind." CEO Jessica Goldman Srebnick selected artists for the 12 new murals, including Seth Globepainter from France, Leon Keer from Amsterdam and Tristan Eaton from the U.S.

In Brickell, Swire Properties' Brickell City Centre will be hosting three major art installations.

The shopping mall will be home to Fair – an art exhibit featuring only female artists, such as Yoko Ono and feminist activists the Guerrilla Girls. Its East hotel will host an exhibit from artist Stefano Ogliari Badessi, “A Chinese Dream,” set to take place atop of the hotel’s rooftop bar, Sugar.

Also at Brickell City Centre, Swire is showcasing three penthouses at Rise. The developer is partnering with Casacor to exhibit 20 international designers and artists – including Fernando Wong, Pininfarina Design and Leo Romano – at the Rise penthouses. The exhibition is open to the public through Dec. 18. Fortune International Group and One Sotheby’s International Realty are handling sales of Reach and Rise.

And NaiYaRa, a restaurant and bar on Miami Beach owned by developer Masoud Shojaee and partners, is also zeroing in on the Art Week action. On Friday, NaiYaRa will exhibit South American street artist Herbert Galarza’s work. For part of the night, the artist will be on site painting in his “graffiti-pop” style. Co-sponsored by Macallan scotch, the event will also feature a pop-up shop selling the artist’s works and custom-painted bottles of Macallan.