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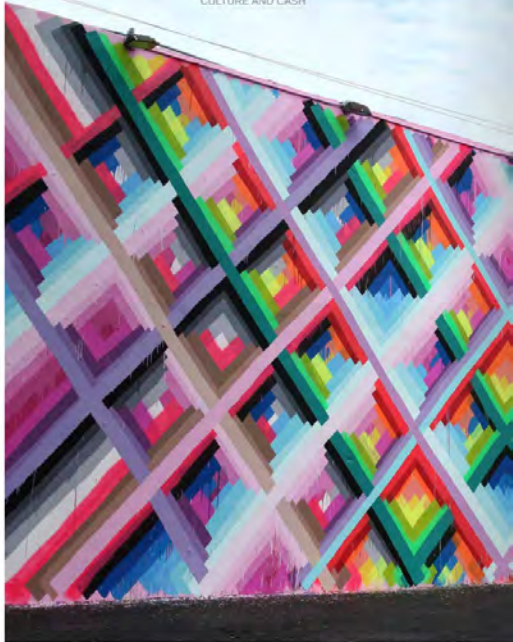
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Kimberly
Gramm

Tech Runway is taking off





BREAKING BASEL:

Art Basel Miami is not only a major global cultural event, but an economic engine

BY LINDA JANASZ

Art Basel Miami brings an estimated \$2 billion of economic activity to the region.

What three passionate galleries launched as a small art fair in Basel, Switzerland in 1970 has spread to Hong Kong and Miami Beach.

Art Basel Miami from Dec. 4-7 will draw more than 250 of the world's leading international galleries and over 75,000 art lovers.

The epicenter is the Miami Beach Convention Center, which will have more than 500,000 square feet of exhibition and presentation space. Films will be presented in both the convention center and the New World Symphony's SoundScape park at 500 SE 17th St.

"One of my goals is that we should have art in everyday life."

— Jessica Goldman Sbrebnick

Art Basel Week can be a dizzying experience with 285 exhibitors from 34 countries, the Wynwood Walls, and various satellite fairs. To help you narrow your art-viewing agenda, we've compiled a list of the Top 10 Galleries at Art Basel plus a Top 5 Off the Beaten Path list, which features satellite fairs and other art-related events.

Many of the events are in Miami's Wynwood Art District, which comes alive during Art Basel. SFBW's Art Basel report includes a profile of Jessica Goldman Sbrebnick, CEO of Goldman Properties, a company that was founded by her legendary father, Tony, in 1968.

Photo: Matthew
"matt" @
Wynwood Walls



Art Basel is held inside the Miami Beach Convention Center; above, Wynwood Walls, left, has a changing array of public art in the Wynwood Art District north of downtown Miami



Top 10 Galleries at Art Basel

1. Xavier Hufties, Brussels
2. Gagosian Gallery, New York, London, Geneva, Hong Kong, Jeff Koons
3. Thomas Assmann Fine Art, Zurich
4. Marian Goodman, New York, Paris, London
5. Gerdni G.E.L. LLC, Los Angeles
6. Galerie Thaddäus Ropac, Paris, Salzburg
7. Lisson Gallery, London

8. Pace, New York, London

9. White Cube, London, Hong Kong, São Paulo
10. Bernard Jacobson, London, New York

For the full list of the 2014 Art Basel Miami Beach exhibitors, please visit www.artbasel.com/en/Miami-Beach-For-Visitors/2014-Exhibitors.

Top 5 Off the Beaten Path

1. Wynwood Walls is a collection of

graffiti and street art near downtown Miami. www.thewynwoodwalls.com

2. Red Dot Art Fair is a "satellite fair" located in the Wynwood Art District, features a diverse selection of emerging, mid-career and established artists. www.reddotart.com
3. The Art of Fashion Show at The Adrienne Arsht Center is an experience that portrays the timelessness of fashion as art. www.theartoffashionshow.com
4. Design Miami is a global forum for collecting, exhibiting, discussing and creating design. www.miami2014.designmiami.com
5. The Harper's Bazaar and ShopBazaar pop-up shop brings exclusive fashion picks and personal style consultations to Art Basel. <http://go.gl/WG190D>

Jessica Goldman Szeboick, right, is carrying on her father's legacy by helping promote art and transformation in the Wynwood District. One of the relocation areas, below, at last year's Art Basel.



Goldman Properties helps Wynwood continue its transformation in the art, real estate worlds.

Miami's Wynwood District is a satellite hub for Art Basel and a sensory feast and experience unto itself.

"This area is free and accessible for all. ... A must on your list to explore the neighborhood during the fair," says Jessica Goldman Szeboick, CEO of Goldman Properties, a company that was founded by her legendary father, Tony, in 1968.

As CEO of the company today, Goldman Szeboick oversees the evolution and direction of Goldman Properties' revitalization efforts and leads the development of company-wide real estate, hospitality, art and design projects, with a key focus on the vitality, aesthetic and artistic component of all products.

Her responsibilities also include the management of the company's talented team of more than 250 employees and a portfolio of assets in New York, Philadelphia, Miami Beach and the evolving Wynwood district. The rich mix includes hotels, restaurants, office buildings, commercial, retail and residential spaces and Wynwood Walls, the highly acclaimed outdoor museum of street art.

Now considered a global leader on re-imagining,

reconstructing and transforming declining districts into artil, thriving global destinations, Goldman Properties has put the Wynwood district on the global map.

"When we came to Wynwood in 2006, did not see this could be the center for the creative and knew we needed a pedestrian neighborhood. This was a thriving place with street art and it needed to be curated. We curated the art and took it to the next level," she says.

Wynwood Walls is one of the most acclaimed street art museums in the nation, curating new works by her international artists.

"It is such a thrill, such a joy, being able to choose new murals during the week before Art Basel," Goldman Szeboick says. "These are a lot of artists painting walls. It is like watching these urban artists dance with a spray can, being able to see them in their creative element."

Wynwood has helped put Miami on the map in the global art business, she says. "Wynwood is like a laboratory of art – the world's greatest, living, breathing laboratory of human quality and up-and-coming superstars – it has a bit of everything." ♦