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# Art Basel Miami Beach

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How to Start and Run a Commercial Art Gallery (Second Edition)  
Miami and the Beaches

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## **TATE SHANIYA**

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Judy Chicago Watson-Guptill

Written by a gallerist for artists, and updated in February 2017, this encouraging, easy-to-read handbook includes business of art advice and information to help artists successfully launch or accelerate their careers. Topics include: Setting goals, networking, finding & creating exhibition opportunities, selling & pricing art, working with galleries,

websites, artist statements, studio management and much more. Also included: Online resources and additional advice from over forty working artists and art dealers. Contributing Artists: Rick Araluce, Carrie Ann Baade, Ali Banisadr, Rebekah Bogard, Benjamin Britton, Mia Brownell, Charles Clary, Peter Drake, Cara Enteles, Roni Feldman, Lori Field, Eric Finzi, Camille Rose Garcia, Julie Heffernan, Seonna Hong, David Humphrey, David Kramer, Martin Kruck, Travis Louie, Marion Peck, Martha Rich, Jean-Pierre Roy, Judith Schaechter, Tony Shore, Aaron Smith,

Sarah Trigg, Hanna von Goeler, Didier William and Brad Woodfin. Contributing Gallerists: Kirsten Anderson (Roq la Rue), Noah Antieau (Red Truck Gallery), William Baczek, Zach Feuer, Bert Green, Ken Harman (Spoke Art & Hashimoto Contemporary), Andrew Hosner (Thinkspace), Allegra LaViola (Sargent's Daughters), Jayme McLellan (Civilian Art Projects), Jen Rogers & Kerri Stephens (Varnish Fine Art), Billy Shire (La Luz de Jesus), Mindy Solomon, Linda Warren, Mark Wolfe, and Marcia Wood. Alix Sloan has over twenty years experience in the

arts as a curator, consultant, private dealer and gallerist. She teaches business of art courses and regularly shares her expertise in art school lectures and one-on-one consultations, helping artists focus their goals, create strategies and understand what it takes to build and maintain a long-term art career. In this guide, Sloan makes the information every artist needs available in one accessible, straightforward guide.

In the Spirit of Miami Beach Walther König Verlag

The UBS Art Collection is without doubt one of the most important corporate collections in the world. Dating primarily from the 1960s to today, the works of art in the Collection give an impressive overview of the artistic practice of this period. UBS Art Collection: To Art its Freedom is the first major book on the UBS Art Collection in nearly a decade, presenting a visual essay that captures the essence of the Collection as well as the various impulses that have shaped it across decades and continents. The publication features more than 200 color illustrations offering insights into the history and evolution of the UBS Art

Collection. Highlights include: Jean-Michel Basquiat, Andreas Gursky, Damien Hirst, David Hockney, Roni Horn, Martin Kippenberger, Willem de Kooning, Sol LeWitt, Neo Rauch, Robert Rauschenberg, Gerhard Richter, Thomas Ruff, Ed Ruscha, Cindy Sherman, Hiroshi Sugimoto, Wolfgang Tillmans, Cy Twombly, Erwin Wurm, and many more.

**Back to Blood** Createspace Independent Publishing Platform

FloodZone is Miami-based Russian photographer Samoylova's account of life on the knife-edge of the Southern U.S.: in Florida, where sea levels are rising and hurricanes threaten. These beautifully subtle and often unsettling images capture the mood of waiting, of knowing the climate is changing, and of living with it. *Sitios de la Abstracción Latinoamericana* Jrp Ringier

Published in conjunction with the eponymous installation at Art Basel 2015, DO WE DREAM UNDER THE SAME SKY is an extension of the collaboration between artist Rirkrit Tiravanija, architects Nikolaus Hirsch and Michel Müller, and chef Antto Melasniemi. Designed by Hirsch and Müller as an outdoor shelter, the installation,

made of modular bamboo and steel, welcomes visitors to engage in discussions while participating in the convivial atmosphere of shared food. This supplemental publication includes interviews, texts, images, and poems that illuminate the installation's properties of self-sufficiency and how it was conceived as a new component of Tiravanija and Kamin Lertchaiprasert's ongoing project "the land," a self-sustaining artistic community near Chiang Mai, Thailand. At the end of the festival, the structure will be transported to Thailand and will be the first building block of a new workshop on the land. In a continuation of conversations among artists surrounding the land, this book explores urbanization in a post-rural condition, the act of building as a collaborative process, and land as a concept that can exist outside of ownership. A discussion with Hirsch, Tiravanija, Melasniemi, and Jörn Schafaff reflects on the way in which the installation builds on the land's objectives relating to improvisation, collaboration, and the questioning of institutional structures. Also featured in the book are recipes developed by Melasniemi on the

occasion of this installation-as-workshop, where the public is invited to participate in the cooking process. **DO WE DREAM UNDER THE SAME SKY** is a project by Rirkrit Tiravanija, Nikolaus Hirsch, Antto Melasniemi, Michel Müller with Angkrit Ajchariyasophon, Sophie Aschauer, Uthit Atimana, Marc Bättig, Klaus Bollinger, Felix Broecker, Carlotta Brucker, Leonardo Bu]rgi, Letizia Calori, Jessica Coates, Claireban Coffey, Nico Dockx, Raphael Fellmer, Michael Gass, Philipp Gasser, Matthias Görlich, Manfred Grohmann, Raphaela Grolimund, Philipp Gru]newald, Somyot Hananuntasuk, Carl Michael von Hausswolff, Karl Holmqvist, Pierre Huyghe, Duangporn Injan, Dueanthalay Injan, Kosit Juntaratip, Dong Kirativongkamchon, Komol Kongjarern, April Lamm, Paphonsak Laor, Kamin Lertchaiprasert, Daniela Leykam, Suwan Limanee, Glorimarta Linares, Kim Boris Löffler, Hector Madera, Therdsak Mahawongsanant, Violette Maillard, Chus Martinez, Philipp Misselwitz, Kritya Notanon, Tepparit Nuntasakun, Hans Ulrich Obrist, Tommaso Pagnacco, Intha Pankeaw, Philippe Parreno, Robert Peters, Thaiwijit Poengkasemsomboon, Tobias Rehberger, Anastasia Remes,

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 ""Experience" is a concept paradoxically deployed to accentuate the aconceptual. Although thinking, knowing, reflecting, and analyzing are kinds of experiences, invocations of "experience" typically direct our attention to what is immediate, embodied, unrepresented, unthought, even unthinkable. And yet, whether by learning experience, traumatic experience, life experience, mystical experience, or all of these, we hope most fervently that our experience will teach us, transform us, become part of us. Why do we strive to find, profit from, and possess experience while insisting upon experience's intellectual elusiveness? What do we intend when we petition (and re-petition) experience for truth, for growth, for

strength? To whom or to what do we sing when we sing experience's song? Escargotesque, or, What is Experience? asks why both our lived experiences and our mythologies of experience so often fold inward, repeat, return. Departing from his unusual experience of working as a garbage-collector in the West African country of Benin, M.H. Bowker converses with several champions of experience (from Michel de Montaigne to John Dewey, from Søren Kierkegaard to Ralph Waldo Emerson, from Simone Weil to R.D. Laing) to pose radical questions about the intentions and dynamics that guide our quest for experience, intentions and dynamics that are more destructive and more melancholy than celebrants of experience would care to admit. Across Escargotesque's six loosely linear parts, fragments of prose memoir intersect with poetry, sketch art, philosophical reflection, cultural criticism, and psychological examination in ways that both evoke and unsettle the thinking person's experience. Escargotesque both testifies to an experience and reveals surprising fantasies driving the modern and

postmodern turn to experience as a source of truth and hope. Such fantasies include the sacredness of even the most violent 'pure experience,' the necessity of supplicating experience's objects, and the ultimate demise of the one who experiences."

**More Than You Wanted to Know about John Baldessari** Little, Brown \$136 million for a Klimt, \$71.7 million for an Andy Warhol...It's not that art is expensive, but rather that money has become cheap for certain collectors-- Russian oligarchs, Chinese, and American hedge-fund managers. Collections are being redistributed to new fortunes around the world. Sophisticated marketing campaigns, the most luxurious parties, a new wealthy elite passionate about art cross paths to compete for paintings now considered trophies. At present, details like "who's selling what" and "which auction house is organizing the sale" play an important role in sums fetched. The goal is paradoxical: always pay more. *Worth of Art (2)* offers an inside and outside view on an art world nourished by excess. **AUTHOR** After studying international law and political science,

journalist Judith Benhamou-Huet became an expert in the art market. She pens the weekly column on the subject at *Échos* and at *Le Point*, as well as a monthly column for *ArtPress*. She has compiled several large reports on art for *Art & Auction*, the Swiss daily *Neue Zürcher Zeitung*, the magazine *Beaux-Arts* and *Vogue France*. She has organized many symposiums on the art market, most recently in Shanghai, addressing business men as art collectors. The editor of *Elle Accessories*, Kelly Killoren Bensimon is also the author of *American Style* and *In the Spirit of the Hamptons* at Assouline Publishing. **ILLUSTRATIONS** 150 illustrations

*Art Basel* Hatje Cantz

Last season we published Horn's *Dictionary of Water*, a universal lexicon, now we offer *This Is Me, This Is You* Horn's handbook of identity. Here in this uniquely bound twinned volume we have a book with no end. Peruse the 48 images taken with a 'point and shoot' camera, and as you arrive at the last image, you turn the book over and begin again: now with a paired complement for each of the 48 images, taken only a few seconds later.

This work, a single and singular portrait photographed over a two year period evokes a multitude-- of identities, of images, of icons from Bette Davis to Marlon Brando. Ultimately it is the multitude in each of us.

Plush Steidl

Haegue Yang's artworks are known not only for their diversity of media and methods, but also for their eloquent and seductive sculptural language of conceptual abstraction, often derived from her research on figures and events throughout history, as well as inquiries on the notion of folk and traditional craft techniques. Bringing together new and existing works spanning the last decade, Haegue Yang's solo exhibition *In the Cone of Uncertainty* at The Bass foregrounds the artist's consistent curiosity about the world and tireless experimentation with materializing the complexity of identity politics and their ever-changing parameters. Its companion publication highlights a substantial selection of Yang's oeuvre, including blind installations, anthropomorphic works and light sculptures, with an expanded focus on her growing series of mural-like graphic wall

pieces. OHAEGUE YANG (\*1971, Seoul) lives and works in Berlin and Seoul. Since 2017 she has been Professor at the Städelschule in Frankfurt am Main. Her work has been included in numerous exhibitions internationally, such as the Venice Biennale; documenta, Kassel; at Centre Pompidou, Paris; and at Museum Ludwig, Cologne. Her solo presentation at the MoMA New York will open in October 2019.00Exhibition: The Bass Museum of Art, Miami Beach, FL, USA (02.11.2019 - 05.04.2020) .

### **Do We Dream Under the Same Sky**

Princeton University Press

Art today is defined by its relationship to money as never before. Prices of living artists' works have been driven to unprecedented heights, conventional boundaries within the art world have collapsed, and artists now think ever more strategically about how to advance their careers. Artists no longer simply make art, but package, sell, and brand it. Noah Horowitz exposes the inner workings of the contemporary art market, explaining how this unique economy came to be, how it works, and where it's headed. He takes a unique look at the globalization of the

art world and the changing face of the business, offering the clearest analysis yet of how investors speculate in the market and how emerging art forms such as video and installation have been drawn into the commercial sphere. By carefully examining these developments against the backdrop of the deflation of the contemporary art bubble in 2008, "Art of the Deal" is a must-read book that demystifies collecting and investing in today's art market.

**Art of the Deal** Simon and Schuster  
Miami is one of the great destinations of the world. Gerald Hoberman, the widely acclaimed, award winning, master photographer, author and designer took to the air over Miami in a romantic helium-filled blimp. What better way to capture the vibrant sunny disposition of Miami and the beaches, that sparkling jewel of Florida's coastline on camera? Hoberman then comes down to earth so to speak, camera at the ready and in an extraordinary display of further photographic and artistic virtuosity, incisively captures the very spirit and essence of Miami as never before. Each impactful image will leave the reader

spellbound from cover to cover. Accompanied by well researched, informative and entertaining text, it also has some typical Hoberman serendipity thrown in for good measure to add "spice to the gingerbread." This book, one of a kind, will provide many fascinating hours of riveting reading. It is a "must have" for travelers planning a journey there. It is a wonderful memento for those who have already visited and deserves a special pride of place, in the homes and libraries of the people who proudly call Miami home.

*Miami Beach* Gregory R. Miller

A big, panoramic story of the new America, as told by our master chronicler of the way we live now. As a police launch speeds across Miami's Biscayne Bay -- with officer Nestor Camacho on board -- Tom Wolfe is off and running. Into the feverous landscape of the city, he introduces the Cuban mayor, the black police chief, a wanna-go-muckraking young journalist and his Yale-marinated editor; an Anglo sex-addiction psychiatrist and his Latina nurse by day, loin lock by night-until lately, the love of Nestor's life; a refined, and oh-so-light-skinned young

woman from Haiti and her Creole-spouting, black-gang-banger-stylin' little brother; a billionaire porn addict, crack dealers in the 'hoods, "de-skilled" conceptual artists at the Miami Art Basel Fair, "spectators" at the annual Biscayne Bay regatta looking only for that night's orgy, yenta-heavy ex-New Yorkers at an "Active Adult" condo, and a nest of shady Russians. Based on the same sort of detailed, on-scene, high-energy reporting that powered Tom Wolfe's previous bestselling novels, *Back to Blood* is another brilliant, spot-on, scrupulous, and often hilarious reckoning with our times.

*Haegue Yang* Kehrer Verlag

In celebration of Art Basel's 44th year - the first to include three exhibitions on three continents - JRP Ringier joins Art Basel in publishing a new book documenting the dynamic experience of its Basel, Miami Beach, and Hong Kong fairs. *Art Basel Year 44*, designed by Gavillet & Rust (Geneva), has an A-to-Z format that maps the world of Art Basel with a comprehensive look at the shows of 2013. This elegant, hardcover publication offers a compilation of portfolios, interviews, and essays on contemporary art, and lists all exhibitors

participating in the three exhibitions. The book depicts works from the different shows' sectors, highlights events and talks, and gives art world experts, curators, and collectors a platform for sharing their expertise, providing an immersive art experience for the reader. An extensive survey, a path to discovery, an indispensable piece of memorabilia - the first edition of the *Art Basel Year 44* will no doubt be a favourite addition to the library of essential art books for the expanding global art world community. Published with Art Basel.

Suh Seung-Won punctum books

"If John Berger's *Ways of Seeing* is a classic of art criticism, looking at the 'what' of art, then David Salle's *How to See* is the artist's reply, a brilliant series of reflections on how artists think when they make their work. The 'how' of art has perhaps never been better explored." —Salman Rushdie

How does art work? How does it move us, inform us, challenge us? Internationally renowned painter David Salle's incisive essay collection illuminates these questions by exploring the work of influential twentieth-century artists. Engaging with a wide range of Salle's

friends and contemporaries—from painters to conceptual artists such as Jeff Koons, John Baldessari, Roy Lichtenstein, and Alex Katz, among others—*How to See* explores not only the multilayered personalities of the artists themselves but also the distinctive character of their oeuvres. Salle writes with humor and verve, replacing the jargon of art theory with precise and evocative descriptions that help the reader develop a personal and intuitive engagement with art. The result: a master class on how to see with an artist's eye.

*This is Me, this is You* Prestel Publishing

"A comprehensive guide." —Artspace.

"Whether you are new to the business or a seasoned gallerist, it is always wise to remember the essentials." —Leigh Conner, director, Conner Contemporary Art

Aspiring and new art gallery owners can find everything they need to plan and operate a successful art gallery with *How to Start and Run a Commercial Art Gallery*. This new edition has been updated to mark the changes in market and technology over the past decade. Edward Winkleman and Patton Hindle draw on their years of experience to explain step by step how to start your new venture.

From finding the ideal locale and renovating the space to writing business plans and securing start-up capital, this helpful guide has it all. Chapters detail how to: Manage cash flow Grow your new business Hire and manage staff Attract and retain artists and clients Represent your artists Promote your gallery and artists online Select the right art fair And more How to Start and Run a Commercial Art Gallery, Second Edition, also includes sample forms, helpful tips from veteran collectors and dealers, a large section on art fairs, and a directory of art dealer associations.

**Escargotesque** Cambridge University Press

"Groundbreaking and provocative, Judy Chicago's iconic sculptures, paintings, and installations helped bridge the gap between feminism and art during the 1960s, 70s, and beyond. Using imagery inspired by the female body and references to historical female figures, Chicago forged a new, women-focused visual language that continues to influence the aesthetics of feminist art today. This book traces Chicago's career from her emergence on the Los Angeles art scene

in the 1960s through her mature work in the 1990s. Featuring illustrations of six distinct bodies of works, this book includes Chicago's masterpiece *The Dinner Party* as well as other lesser-known works. With informative essays that situate Chicago's oeuvre in the context of contemporary Southern Californian art and scholarship that reflects Chicago's current work, this comprehensive book provides a breathtaking look at one of the quintessential figures of American feminist art" --

**The Art of Encaustic Painting** Simon and Schuster

Art Basel's official annual publication captures and documents the exhibitions in Basel, Miami Beach, and Hong Kong, and takes the reader beyond them, featuring interviews, portfolios, essays about contemporary art, as well as personal highlights from artists, curators, collectors, and museum directors.00With its A-to-Z format, the publication maps the world of Art Basel alongside profiles spotlighting each of the 500+ galleries that participated across the three shows in 2019. Designed by Gavillet & Cie (Geneva), it features all the different

sectors of the fair and highlights events, talks, and Art Basel's new initiatives, offering vivid and varied perspectives on the global art world as seen through the eyes of Art Basel in 2019. Giving art world experts, curators, and collectors a platform for sharing their expertise, the publication provides an insightful and immersive art experience for the reader.00To celebrate the 50th anniversary of Art Basel, founded in 1970, this year's volume specifically includes an extensive polyphonic timeline that provides textual and visual retrospective insights into the fair's five decades and key editions, mapping and acknowledging its dynamic history and the way it has accompanied globalization and the expansion of the art world.00Interviewees and contributors include Harry Bellet, Lionel Bovier, Lee Bul, Dan Cameron, Raphael Chikukwa, Martin Clark, Eva Fabbris, Marina Fokidis, Hiroshi Fukutake, Natasha Ginwala, David Juda, Kasper Koenig, Li Zhenhua, Sohrab Mohebbi, Otobong Nkanga, Mai-Thu Perret, Dan Perjovski, Alessandra Pirici, Enea Righi, Karen Smith, Diana Wechsler, Kurt Wyss, Pauline J. Yao, and Maxa Zoller, as well as



many others whose work contributed this year to the fairs on all three continents.00Exhibition: 50th Art Basel, Switzerland (18.-21.06.2020).

Launching Your Art Career Jrp Ringier

Considered by many as the country's most dynamic, fastest growing and sexiest city, Miami is more popular than ever before. Yet, it is a city that doesn't merely change but evolves, never rewriting the past, just adding to its illustrious heritage. And this is the real beauty of Miami. The chic Surf Club and the vibrant Faena Hotel did not replace the emblematic Raleigh of the 1940s nor the Ritz Carlton of the 50s, rather they complement them. Classics like Joe's Stone Crab continue to serve their signature fare to sell-out crowds each night, as new establishments attract with name chefs. The iconic art deco architecture remains on full display as the

modern Herzog & de Meuron-designed Perez Art Museum stands in stark contrast. Replete with arts and culture year round from the international art at The Bass to the street art of Wynwood Walls, each December, the city is taken over by the global cultural elite for Art Basel Miami Beach, a fair that attracts over 80,000 visitors who turn out for the momentous art, such as Maurizio Cattelan's show stopping "Comedian", and the exuberant festivities hosted each evening.

*Gabriel Rico* Jrp Ringier

Accompanies the exhibition Tracy Emin: Angel without you, Museum of Contemporary Art, North Miami, Dec. 4, 2013-Mar. 9, 2014.

*Brooklyn Street Art* Prestel

The focal point of this new publication on Guadalajara-based artist Rico is the work

made specifically for his Aspen Art Museum exhibition, The Discipline of the Cave.

**Art Fair Story** Assouline Publishing

In just half a century of growth, the art fair industry has transformed the art market. Now, for the first time, art market journalist Melanie Gerlis tells the story of art fairs' rapid ascent and reflects on their uncertain future. From the first post-war European art fairs built on the imperial 19th-century model of the International Exhibitions, to the global art fairs of the 21st century and their new online manifestations, it's a tale of many twists and turns. The book brings to life the people, places and philosophies that enabled art fairs to take root, examines the pivotal market periods when they flourished, and maps where they might go in a much-changed world.

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