



SCOPE MIAMI BEACH 2014



SCOPE MIAMI BEACH 2014 CLOSES TO CHEERING OVATION AS SALES AND PRESS BREAK ALL PREVIOUS RECORDS

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SCOPE Miami Beach 2014 opened its doors on Tuesday, December 2, with its Platinum VIP brunch, benefiting local charity, **The Mourning Family Foundation**. Welcomed by **Swoon's** monumental *Thalassa* installation, courtesy of **The Dean Collection**, and **Cleon Peterson's** *Paint the Town*, presented by **Juxtapoz** and **Converse**, well-heeled guests enjoyed a preview of SCOPE in its second year on the sands of Miami Beach. Visitors experienced a live quartet of **New World Symphony Fellows** as sales quickly began, setting the tone for the rest of the week.

Concluding this hugely successful opening day, SCOPE welcomed **Philip Levine, The Mayor of The City of Miami Beach** for a private dinner inside the **SCOPE Pavilion** to celebrate **The Miami Beach Centennial**. 50 of Miami Beach's elite enjoyed fare from **Shokudo**, as SCOPE President **Alexis Hubshman** welcomed distinguished guests including: **City of Miami Beach Commissioners Micky Steinberg, Michael Grieco, Joy Malakoff and Deede Weithorn**, as well as **City Manager Jimmy Morales, Ocean Drive Association's Alfie Feola** and **Miami Beach Visitor and Convention Authority** board members **Steve Adkins** and **Tim Nardi**, amongst other notable attendees.



Opening to the public the following day, **The SCOPE Miami Beach Pavilion** reached capacity at record speed, as visitors explored offerings from 125 Exhibitors, Special Projects and 8 sponsor activations. **SCOPE Miami Beach** welcomed a total of **45,000 visitors over the course of 6 days**.

Sales were abundant from the start, as SCOPE alum **Jacob Karpio Galeria** placed a six-figure artwork by Peruvian artist **Carmen Reategui** with powerhouse Turkish collector **Mustafa Taviloğlu**, Founder of **MUDO** department stores. Also placing a work by **Hong Yi** to retail impresario **Taviloğlu**, was **Galerie Mark Hachem**, who sold out his booth with sales exceeding \$400k.



Exhibitor **Joseph Gross** hailed SCOPE Miami Beach as "Amazing," selling multiple artworks from **Alex Yanes, Joseph Grazi** and **Ted Lawson**, as well as 8 commissions of **Peter Gronquist's** work. Gross' sales were well over 150k, and his booth featured with **Jim Shearer** on **VH1's Top 20 Countdown**.

Anthony Brunelli Fine Arts describes fair-goers as "Absolutely enthralled", reporting artwork "flying off walls", while **Emmanuel Fremin Gallery** sold out their booth, calling SCOPE Miami Beach "The highest quality fair," having sold 13 works by **Drew Tal** for totals over \$200k.

AUREUS Contemporary says "This is the best SCOPE I have seen," having sold 25 works for totals over \$200k. Aureus sold out of painter **Karim Hamid, William P. Immer**, several works from **Claire Shegog**, and **Viktor Freso**, whose 3D paintings were featured in **Artnet** as a "hidden gem". Similarly, **Yellow Peril Gallery** called the fair "phenomenal", selling 17 editions from **Philippe LeJeune**, 3 editions of **Nafis White's** neon "*Can I get a Witness?*" and 7 works from **Jennifer Avery**, an artist currently in residence at **Fondation D'Entreprise Hermès**.

Within minutes of the show's opening, **Castle Fitzjohns** placed a large glass installation by **Sam Tufnell**, and **Mirus Gallery** sold a work by **Sandra Chevrier**, an artist also featured by **The Dean Collection**, curated by **Kaseem "Swizz Beatz" Dean**. Also reporting strong sales: **L'Inlassable, The Flat: Massimo Carasi, Lelia Mordoch, Galleri Ramfjord, Wanrooij Gallery, e*3 (a small gallery), SIA NY, Labartino, Dan Hort Projects, Miami's Independent Thinkers, Hagarom Projects, Art Unified, Dorothy Circus Gallery, Art Projects, and Long-Sharp Gallery**, who was featured in the **NY Post**, on **BBC Radio** and reported "record sales for an American-based fair".



John Haas of **Cheryl Hazan Gallery** says, "Out of the 8 years I have been exhibiting with SCOPE, this fair was the best attended, beautifully organized, and most smoothly-run," with sales from all their exhibiting artists, including an acquisition of **Paul Russo**, by **The Dean Collection**. Also reporting sales to **The Dean Collection** were **Kallenbach Gallery, Paradigm Gallery** and **FIFTY24MX**, as well as the acquisition of the **Juxtapoz** and **Converse** special project by **Cleon Peterson, Paint the Town**.

Duane Reed Gallery sold out work by **Jan Huling** and placed a work by **Steven Young Lee** with **The Renwick Gallery** at **The Smithsonian Museum of American Art**. Other museum acquisitions included: Two works by **Erik Formoe** at **Galleri Ramfjord** to **Eileen S. Kaminsky Family Foundation** at **Mana Contemporary**, work by **Deleon Rubi** at **Natlogy** to **Elizabeth A. Sackler**, photographs by **Niloufar Banisadr** at **55Bellechasse** to **The Jefferson School African-American Heritage Center**.

Additional sales to prominent collectors included: **Franck Loret** from **Lelia Mordoch** to prominent German collector **Kim Shindelhour, Haari** and **Deepti** from **Black Book Gallery** to **Patrick Miller** from **Faile, e*3 (a small gallery)** sold an **Avner Sher** to **Frank Alexander**, the influential New York and Southampton event designer, and **Parlor Gallery** placed a sculpture by **Porkchop** with **Matthew Altman**, star of **Bravo's Million Dollar Listing**, a work by **Ray Geary** to **Howard W. Lutnick, Chairman & CEO of Cantor Fitzgerald**, and 2 more **Ray Geary** works to **Joan Rice** and **Jack Cohen Grimberg**.

Many galleries reported notable visitors including: **Eileen Guggenheim, Swizz Beatz, Diddy, Busta Rhymes, Fabolous, Prince Rama, U.A.E. Sheikh Zayed Al Nahyan** and artist **Julio Le Parc**.

THE DEAN COLLECTION

Grammy Award-Winning music artist and producer, **Kasseem "Swizz Beatz" Dean**, curated a dynamic selection of artists for exhibition at **SCOPE Miami Beach 2014**. Featuring **Swoon, Cleon Peterson, Sandra Chevrier, Kyle Owerko** and **D*Face**, **The Dean Collection** garnered critical acclaim in publications such as: **The New York Times, People Magazine, Juxtapoz, New York Magazine, Vibe.com, Artnet, Complex, AllHipHip.com, Yahoo.com, Widewalls**, amongst other publications.

JUXTAPOZ PRESENTS

Celebrating artwork that bends, blends and transcends genre, **Juxtapoz Magazine** curated a selection of SCOPE galleries as a highlight of Feature Programming. **Juxtapoz Presents** galleries embody the New Contemporary that is SCOPE's hallmark and added a singular dynamism to the Miami Beach 2014 show.

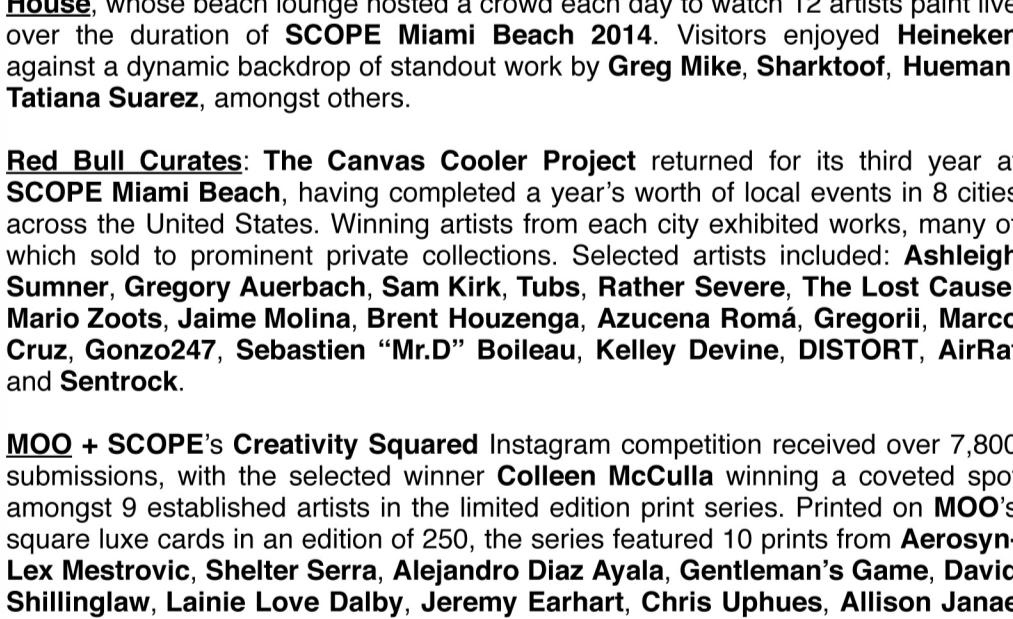
Placing over 70 artworks in private collections, **Thinkspace** called **SCOPE Miami Beach 2014** "By far the best SCOPE yet," adding, "It's pretty obvious that SCOPE rules the roost for being the trailblazers of the New Contemporary movement-giving it credence and institutional support." Similarly, Mexico's **FIFTY24MX** sold out works by **Curiot, Mars One, Fidia Falaschetti, Ciler & Saner**, including a **Ciler** piece to musician **Miguel Peralta**. Additionally, **Andenken** placed 15 works by **Amanda Marie** and sold out **Vinz Feel Free**.

Participating in their first art fair, Detroit's **Inner State Gallery** says "The most amazing thing is there's a line outside!", adding "People are fighting to take photos of **Ryan McCann**, literally bumping into each other." **Inner State** sold works by **Tyree Guyton, Ryan McCann** & 5 pieces by **Naturel**, who was interviewed by **Time Magazine** and **Hypebeast**.

London's **StolenSpace**: placed two works by **D*Face** at \$40k and \$48k, respectively, as well as a \$15k painting by **Miss Van**, commenting "According to everybody, this is the best fair."

Hashimoto Contemporary sold out works by **Scott Scheibly** and **Joel Daniel Phillips**, as well as 3 works by **Crystal Wagner**. **Black Book Gallery** sold out works by **Ravi Zupa** and generated an additional 19 commissions. **Vertical Gallery** sold a total of 13 works while **Paradigm Gallery**, featured in **VH1's Top 20 Countdown**, sold out sculptures by **Hilary White**, and placed multiple works by **Drew Leshko**, who was also featured in **VICE's** coverage of SCOPE.

The Juxtapoz Newsstand by **Kimou "Grotesk" Meyer** became an iconic image in social media, as **Swizz Beatz** and **VH1 Top 20 Countdown** host, **Jim Shearer**, posed within. Additionally, featured in **Juxtapoz Magazine** is an interview with SCOPE's Vice President, **Daria Brit Greene**.



FEATURE | KOREA

In collaboration with the **Galleries Association of Korea** and sponsored by the **Korea Ministry of Culture, Sports and Tourism**, **SCOPE Miami Beach 2014** presented **FEATURE | Korea**, featuring 15 galleries. One of the most photographed works in the fair, **Yi Hwan Kwon's Traffic Jam** at **Gana Art** generated tremendous interest, while all 15 galleries reported tremendous response and strong sales.

Artside Gallery sold multiple works by **Myun Jo Jeong, Seon Ghi Bahk, Seon Tae Wang**, while **Art Park** sold 5 editions of lenticular photographs by **Jeon Sung Bae** and 2 works by **Yong Jin Kim** for over \$150k in sales.

SPONSORED PROGRAMMING

Amongst SCOPE's pioneering sponsorship programs there is a common thread: championing the independent, emerging artist. This mission is apparent in **Bombay Sapphire's Artisan Series**, who brought 12 artists to exhibit at **SCOPE Miami Beach**. Judged by **Russell Simmons, Danny Simmons, Andre Guichard, Hebru Brantley** and **Daria Brit Greene**, the winner of the **2014 Artisan Series** is **Mays**, who will show a solo project at **SCOPE New York 2015**.

Perhaps one of the most shared images on social media was **The Heineken House**, whose beach lounge hosted a crowd each day to watch 12 artists paint live over the duration of **SCOPE Miami Beach 2014**. Visitors enjoyed **Heineken** against a dynamic backdrop of standout work by **Greg Mike, Sharktoof, Hueman, Tatiana Suarez**, amongst others.

Red Bull Curates: The Canvas Cooler Project returned for its third year at **SCOPE Miami Beach**, having completed a year's worth of local events in 8 cities across the United States. Winning artists from each city exhibited works, many of which sold to prominent private collections. Selected artists included: **Ashleigh Sumner, Gregory Auerbach, Sam Kirk, Tubs, Rather Severe, The Lost Cause, Mario Zoots, Jaime Molina, Brent Houzenga, Azucena Romá, Gregorii, Marco Cruz, Gonzo247, Sebastien "Mr.D" Boileau, Kelley Devine, DISTORT, AirRat and Sentrock**.

MOO + SCOPE's Creativity Squared Instagram competition received over 7,800 submissions, with the selected winner **Colleen McCulla** winning a coveted spot amongst 9 established artists in the limited edition print series. Printed on **MOO's** square luxe cards in an edition of 250, the series featured 10 prints from **Aerosyn-Lex Mestrovic, Shelter Serra, Alejandro Diaz Ayala, Gentleman's Game, David Hillinglaw, Lainie Love Dalby, Jeremy Earhart, Chris Uphues, Allison Janae Hamilton** and **Colleen McCulla**.

VH1 and **SCOPE** teamed up with **FIAT@** to provide one aspiring artist the opportunity of a lifetime. Through the **Driven By Art** contest, artists from across the country submitted their best work of art for the chance to be featured in an exhibit at **SCOPE Miami Beach**. The winning artwork from **Beau Stanton** has also been wrapped on a **FIAT@ 500L** that was spotted cruising the streets of **Miami Beach** all week long.

SCOPE would also like to thank our sponsors, whose support is integral to the SCOPE experience: **Rums of Puerto Rico**, whose lively bar was available to visitors at all times, **Lavazza**, whose complimentary espresso bar fueled the show, **Loews Miami Beach Hotel, Perrier, Lemon City Tea, Vandom** and **Sprout Miami**.

THE OFFICIAL VH1+SCOPE PARTY

VH1 once again teamed up with **SCOPE** to bring the ultimate mash-up of **ART + MUSIC** to **Miami Beach**. By day, guests enjoyed the ocean views while listening to vintage vinyl in the **VH1 Lounge**, and on the night of December 5, **The Official VH1+SCOPE Party** welcomed 1,500 hand-selected guests for an unforgettable experience with recording artists **Nabiha, Swizz Beatz** and visual artist **Aerosyn-Lex Mestrovic**.

Guests including **Joe Jonas, Two Chains, Zebra Katz, Omar Benson Miller** and others, were welcomed by an immersive installation by **Aerosyn-Lex Mestrovic**, featuring a 120 foot long painting. The crowd enjoyed complimentary cocktails from **Ilegal Mezcal** as **Nabiha** performed live, followed by an energetic set by **Swizz Beatz**, which had everyone dancing at the most talked-about party of the week, covered by **Associated Press, People, PageSix, Star, Billboard, E!, OK!, Radar, Celebuzz, Allhiphop, USA Today, Bizbash** and **Huffington Post**, amongst others.

GROUNDBREAKING MEDIA IMPRESSIONS

SCOPE's social media reach continued to augment audience's awareness and interaction through artist curation programs such as **Red Bull Curates #CanvasCooler, Bombay Sapphire #ArtisanSeries**, and **MOO #CreativitySquared**. The excitement over SCOPE and its programming permeated into record-breaking social media statistics, achieving over 340 million media impressions during the **#SCOPEMiamiBeach** campaign, while partnership activations helped to expose curated artist programs to millions of audience members.

SCOPE Miami Beach gleaned an incredible amount of praise in publications such as **The New York Times, New York Magazine, Artnet, VICE, Artnfo, People Magazine, The New York Post, Associated Press, Huffington Post, Miami New Times, Forbes, Whitehot Magazine, Coolhunting, Juxtapoz, Bloomberg, Papermag, Complex, The Grio, ArtNews, Radar, Hyperallergic, HiFructose, Brooklyn Street Art, Time Out, Untitled Magazine, The Miami Herald, Guest of a Guest, Vulture, Vibe**, amongst many others.

Television coverage included: **ABC News, CNN Espanol, VH1, MTV, Logo Networks**.

FOR MORE INFORMATION ON OUR EXHIBITORS & FEATURE PROGRAMMING VISIT: SCOPE-ART.COM @SCOPEArtShow #SCOPEMiamiBeach

