



Crushed Car Sculpture, Roller Rink Lure Collectors to Miami Fair

by Katya Kazakina
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- ▶ Art Basel Miami Beach offers \$3 billion of art, many parties
- ▶ One gallery is bringing \$100 million of Picasso, Matisse



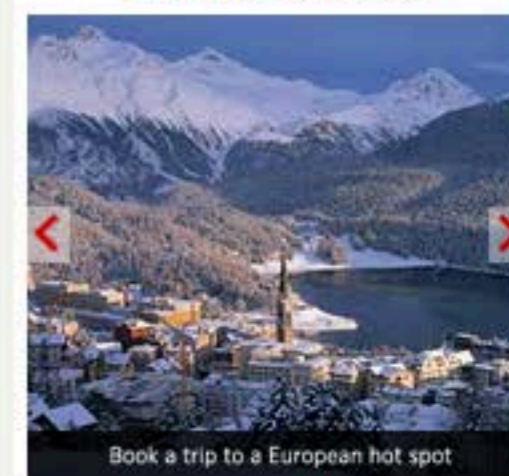
A car crushed by a seven-ton boulder and \$100 million of works by Pablo Picasso and Henri Matisse in one gallery's booth are among the art drawing wealthy collectors to [Art Basel Miami Beach](#) this week.

With 267 galleries and 4,000 artists on display at the Miami Beach Convention Center, the fair -- the largest in the U.S. -- has in previous years attracted hedge-fund manager Dan Loeb, actor Leonardo DiCaprio and Instagram Chief Executive Officer Kevin Systrom. NetJets Inc., a subsidiary of Warren Buffett's Berkshire Hathaway Inc., said it expects to book 260 fair-related private flights into the Miami area, up 8 percent from a year ago.



■ Sculpture by Jimmie Durham Source: Peter Freeman Gallery

Collectors have been pickier this year, showing a willingness to pay up for rare works by artists such as Amadeo Modigliani but shying away from [emerging art](#) and lesser works by blue-chip artists. The Miami show will offer \$3 billion worth of art, according to insurer and fair sponsor Axa Art, ranging from \$2,500 for a small collage



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Sculpture by Jimmie Durham Source: Peter Freeman Gallery

ranging from \$2,500 for a small collage by Dan Bayles at Francois Ghebaly

Gallery to a \$7 million Roy Lichtenstein painting at Van de Weghe Fine Art.

“For things of real quality it’s as strong a moment as we’ve ever seen,” New York dealer Peter Freeman said.

Dinners, Events

Countless dinners and parties to celebrate art commissions and new luxury products clog visitors’ schedule. SoulCycle is offering free stationary bicycling classes while an artist works inside the popup studio. Faena Group, a real estate developer creating a hotel and residences in Miami Beach, is sponsoring an art installation that doubles as a disco roller skating rink on the beach.

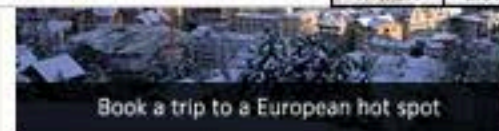
Galerie Gmurzynska is throwing a party in a mansion once owned by the late fashion designer Gianni Versace co-hosted by Sylvester Stallone, a collector, artist and the star of “Creed,” the latest edition of his “Rocky” movies.

Art dealer Jeffrey Deitch commissioned an art parade from artist Rashaad Newsome to mark the opening of a popup group exhibition of 50 artists making figurative works in Miami’s design district. “Unrealism” is attracting buzz because the show is organized by Deitch and Larry Gagosian, dealers who are considered market makers. The parade will include motorcycling clubs, a local marching band and New York dancers, Deitch said, adding that the performers “are going to do some crazy things.”

More Diverse

Unlike the evening auctions in New York, Miami isn’t the place to pick up a \$170 million painting, the record price that a Modigliani painting fetched in November. Instead, many buyers are comfortable dropping \$250,000 to \$1 million for a single artwork, said New York art adviser Wendy Cromwell, adding that she has more clients than ever heading to Miami.

“Art Basel is more diverse in terms of material and price points than the evening auctions, and as a result should be well positioned to ride out fluctuations in the market,” said Noah Horowitz, director of the Americas for Art Basel, who oversees the Miami Beach show.



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■ Sculpture by the Sea by Gardner Source: Casey Kaplan

New works by fashionable artists will go fast. Collectors have already reserved two figurative paintings by Jonathan Gardner, each priced at \$18,000, and a canvas by Sanya Kantarovsky, priced at \$30,000, at [Casey Kaplan](#) gallery. The two artists are included in “Unrealism” exhibition.

[Peter Freeman Gallery](#) is bringing a black Dodge Spirit crushed by a seven-ton boulder. The 2007 sculpture by American artist and political activist Jimmie Durham, priced at less than \$1 million, is reserved by a U.S. museum, the gallery said. Hammer Gallery’s booth is staging a thematic exhibition focused on Picasso and Matisse. Organized by Joachim Pissaro, director of the Hunter College Galleries and the

Impressionist painter’s great grandson, it features artworks estimated at \$100 million, according to the gallery.

Salon Style

At [Galerie Gmurzynska](#), which is celebrating its 50th anniversary, the walls will be covered with artworks from top to bottom, an arrangement known as “salon style.” Organized by curator Germano Celant, the works will span the entire 20th century, starting with 1910 pieces by Kazimir Malevich and Picasso. Prices range from \$15,000 for photography by Karl Lagerfeld to \$7 million for a 16-foot-wide 1989 painting by Robert Motherwell.



■ Robert Motherwell painting Source: Galerie Gmurzynska

[Marianne Boesky Gallery](#), [Dominique Levy](#), [Sprueth Magers](#) and [Sperone Westwater Gallery](#) are offering sculptures and paintings by Frank Stella, the 79-year-old American artist with a retrospective at the Whitney Museum of American Art.

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The largest Stella at the fair is a 25-foot-wide 1969 painting “Damascus Gate,” priced at \$3.5 million, at [Edward Tyler Nahem Fine Art](#) gallery. [Van Doren Waxter](#) gallery is bringing Stella’s 1972 geometric relief “Mogielnica I” priced at \$1.25 million.

These works are following 59 Stella pieces offered at auction since October, according to Artnet’s database. Two failed to sell and one set the artist’s auction record at \$13.7 million.

Buyers can look at such track records to make “educated choices about prices and quality” in Miami, said Mathias Rastorfer, co-owner of Galerie Gmurzynska.



■ Damascus Gate by Stella Source: Edward Tyler Nahem Fine Art

The overload of activities in Miami isn’t welcomed by everyone. Belgian collector Alain Servais said he’s skipping the fair for the first time in 13 years.

“Two-thirds of the reason of attending an art fair is the networking,” Servais said in an e-mail. “But in Miami there are so many scattered events from Monday onwards that it is not possible to meet the main participants at any central point during the whole week, not even in the most exclusive Art Basel events.”

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