



SAGAMORE
MIAMI BEACH

SAGAMORE

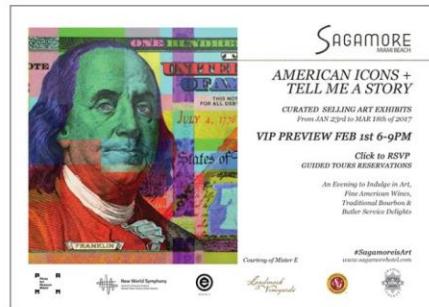
SAGAMORE

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The #SagamoreisArt Program

The Sagamore Hotel Miami Beach offers ambitious, year-round art programming in partnership with leading museums, international art galleries, non-profit organizations, established/emerging artists, and private collectors.

Celebrating 17 years of Arts and Culture in Miami, The Sagamore Hotel, through the #SagamoreisArt series, presents seasonal curated exhibits that are open 24/7 with free admission to the public.



We would like to thank you for your attendance during our Iconic Saturday Brunch, and invites you to experience

**THE ART OF
HAPPY
HOUR**

THURSDAY DEC 15 | 6pm - 9pm

Bid at the Street Art for Mankind silent auction and get a guided tour of new additions to Femme Fatale, on display until January 18th.

Don't forget to make your OpenTable Reservation with Canvas!

#SagamoreisArt

1671 Collins Ave | Miami Beach
305 535 8088 | www.SagamoreHotel.com

The #SagamoreisArt Program

10

Curated Art Exhibits,
3 ground-breaking art shows since June 2017:
Cuban Art, Urban Legends, + Peace70

20

VIP Events

16K+

Guests including artists, art collectors, gallery owners, media and social influencers

50+

Art Tours + Art Talks

100M

Media impressions in 2017/18



We were delighted to welcome over 2,000 art enthusiasts and influencers from around the globe including Miami Beach Mayor Dan Gelber as well as artists RISK, Pimax, MrD1987, Jenny Perez, Speedy Graphito, Kan and Fenx, among many others. Our incredible guests braved the rain to enjoy the URBAN LEGENDS exhibit, interactive installations, live paintings and unique performances by Nu Deco Ensemble, Grace Arts FL and Cuban Classical Ballet of Miami.

We are committed to offering a multicultural platform that supports and builds partnerships with local and international organizations, that work together to promote the growth of everything art related.

Sagamore looks forward to the future and hosting you during many more art events and cultural experiences.

URBAN LEGENDS

is a curated selling exhibit that showcases the works of iconic street artists Haring, Basquiat, Bambi, Invader, Inkie & more, and will remain on display for the public to enjoy through February 28, 2018.

For purchase inquiries or questions about the show, please email art@sagamorehotel.com
Visit www.sagamorehotel.com/urban-legends for more information

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Our mailing address is:
1671 Collins Avenue
Miami Beach, FL 33139

SAGAMORE

MAMI BEACH



Become a Sponsor

#SagamoreisArt

Participate in the most unique and innovative cultural platform in Miami and globally, notably through curated art exhibits and immersive art experiences.

Benefit from a global marketing and PR platform handled by the Sagamore Hotel generating over 100 million media impressions in 2017/2018 in the past three exhibits.

Leverage a strong international and local audience with extensive media and institutional partners.

Benefit from the experience and knowledge of a renowned international Art Advisor along with a team of event-planning and marketing professionals.

Enjoy the best location in Miami Beach, blocks from the Convention Center, a property whose DNA is strongly woven with the Arts.





Miami Art Week

The 17th Annual Saturday Brunch

Sponsorship Opportunities

Bronze**PRESENTING SPONSOR**

\$10,000

Receive 50 VIP entrance cards – each admits two

VIP Lounge, PR activation + logo on invitation, national and international press release, visibility during the event

A private guided tour of hotel and art installation from hotel Art Advisor during the exhibit.

Silver**BUNGALOW PACKAGE**

\$20,000

Includes 850 square foot 2-floor garden suite

3 nights / 4 days (Thursday-Sunday) dedicated bungalow

100 VIP cards - each admits two

Four complimentary bottles of champagne in the bungalow

Inclusion in Sagamore's PR outreach

Art Activation and company mention during Brunch welcome, dedicated service staff, private buffet and unlimited mimosas in bungalow during the Brunch

A private guided tour of hotel and art installation from hotel Art Advisor during the exhibit

Gold**VIP BUNGALOW PACKAGE**

\$35,000

Includes 850 square foot 2-floor garden suite

5 nights / 6 days dedicated bungalow

150 VIP cards –each admits two

Entry for up to 25 guests to opening night cocktail reception activation or \$5,000 will go towards garden activation

15% off published room rates if booked directly with the hotel prior to 9/15/2018

Six complimentary bottles of champagne in the bungalow

Inclusion in Sagamore's PR outreach

Art Activation and company mention during Brunch welcome , dedicated service staff, private buffet and unlimited mimosas in bungalow during the Brunch

A private guided tour of hotel and art installation from hotel Art Advisor during the exhibit. Includes champagne and lite bites for 40 ppl (2 hr max in bungalow/ garden)

Diamond**PREMIUM BUNGALOW PACKAGE**

\$50,000

*All benefits of a Gold Sponsor plus additional premium space

200 VIP cards – each admits two

Eight complimentary bottles of champagne in the bungalow

Inclusion in Sagamore's PR outreach

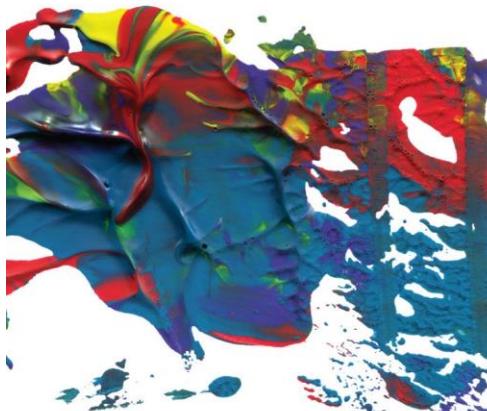
Art Activation and company mention during Brunch welcome , dedicated service staff, private buffet and unlimited mimosas in bungalow during the Brunch

A private guided tour of hotel and art installation from hotel Art Advisor during the exhibit. Includes champagne and lite bites for 50 ppl (2 hr max in bungalow/ garden)

Private Art Talk for up to 50 people for 2 hours during exhibition
Includes house beer and wine

Option to book the penthouse or bungalow suite for 5 nights / 6 days with additional one story bungalow for Friday-Saturday (allowing for expanded patio with ground-level access during the brunch event)

*All available at a first come first serve basis. Prices and packages can change.



#SagamoreisArt Presents PEACE 70

This year (2018), Israel turns 70. On May 14, 1948, David Ben-Gurion, the head of the Jewish Agency, proclaimed the establishment of the State of Israel. U.S. President Harry S. Truman recognized the new nation on the same day. At the same time, halfway around the world, The Sagamore Hotel was established in Miami Beach. Both Israel and the city of Miami Beach would go through tremendous transformations in the mid-century, both flourishing and serving as a new sanctuary for displaced people following the second World War.

The Sagamore Hotel presented an exceptional art exhibit to celebrate this milestone. As the world is still not short of hatred and wars in so many forms, it is obvious that art in all its forms can help bring peace and friendship. PEACE 70 is a curated exhibit showcasing artworks that allow us to remember we can live in a peaceful world. PEACE 70 presents the works of celebrated and emerging Israeli artists in partnership with leading galleries and eminent private collectors, together with an exceptional celebrated photo exhibit entitled "Passage to Israel" honoring the beauty of Israel through 20 photographers from all cultures.

To celebrate Miami Beach and the Sagamore's 70th birthday, we partnered with History Miami Museum to showcase historical photographs of Miami Beach from that time period.



#SagamoreisArt Presents PEACE 70

March-June 2018

More than 600 qualified guests supported the opening night in partnership with:

Consul General of Israel to Florida Lior Haiat
City of Miami Beach Mayor Dan Gelber
History Miami Museum
Jewish Museum of Florida
Special performance by South Florida Symphony
Book Signing of *Passage to Israel* as well as
Bibi and Friends
Generated over 9 million media impressions



Miami Art Week 2017

Urban Art is one of the most significant art movements in recent art history.

Urban art is visual art created in public locations, often unsanctioned, organic artwork generated outside of the context of traditional art venues. Artists choose to use the streets as their gallery in order to communicate directly with the public at large, free from any constraints. The Sagamore Hotel has pioneered the genre in Miami with 'The Staircase Project' created in the early 2000s that gave a platform to recognized urban artists. URBAN LEGENDS was an ambitious art exhibit, showcasing the icons and "fathers" of street art, together with some of the most recognized living artists today, through an exhibit and live happenings.

This exhibit presented works by Jean-Michel Basquiat, Keith Haring, Banksy, Invader, Inkie, Bambi, MrD1987, L'Atlas, Zevs, JoJo Anavim, Kai, Demsky, Jenny Perez, Shepard Fairey, Faile, Romain Froquet, D*Face, and more in partnership with numerous international art galleries. Curated by Sebastien Laboureau, Resident Art Advisor, Sagamore Hotel.

~~URBAN LEGENDS~~



Miami Art Week 2017

The 16th Annual Saturday Brunch

One of the most iconic, by invitation only, events during Miami Art Week.

With Exceptional Live Performances by:

Nu Deco Ensemble

Cuban Classical Ballet of Miami and Grace Arts

Live Painting Activations

Over 1,500 qualified guests of collectors, dealers and business leaders

More than 100 media reps: journalists, photographers and social influencers

Generated more than 70 million media impressions

Attracted 8,000+ visitors throughout the week



June – December 2017

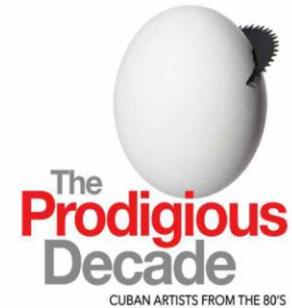
#SagamoreisArt produced Cuban Artists: The Prodigious Decade. This curated project showcased a significant selection of historic and recent artworks centered around Cuban artists from the 80's generation, 'The Prodigious Decade', coined by Cuban art critic Rufo Caballero.

This curated exhibit showed some of the most important Cuban Artists who pioneered contemporary art on the island, including José Bedia, Consuelo Castañeda, Humberto Castro, Arturo Cuenca, José Manuel Fors, Rogelio "Gory" López Marín, Glexis Novoa, José Angel Toirac, and Rubén Torres Llorca.

The curators of the show – Dr. Adriana Herrera and Willy Castellanos from Aluna Curatorial Collective, and Sébastien Laboureau, art advisor at the Sagamore Hotel – appropriated Caballero's term because it encapsulates the spirit of a time that was crucial to the art history of the island.

The Sagamore Hotel created history by reuniting for the first time, more than 20 artists of this generation.

The show attracted more than 6,000 visitors and over 10 million media impressions.



Miami Art Week Presenting Sponsor Feedback

"Congratulations on a fantastic Art Basel Brunch- The entire hotel team was terrific!"

-BNY Mellon

"Partnering with the Sagamore was fantastic! You were all so attentive to every detail. The bungalow was ideal for entertaining clients and business partners. Looking forward to future partnerships."

-Chubb Insurance

"Thank you for allowing us to be part of the Art Basel events last week, the brunch was a total success!"

-Celedinas





Public Relations Opportunity & Outreach

For each exhibition, The Sagamore Hotel executes a local and national campaign that includes both traditional media and social media engagement to heighten awareness of the art and entertainment activations within. The outreach covers many topics including: art, lifestyle, event design, travel and entertainment. The campaigns are highly targeted to a specific consumer base, increasing overall profitability and recognition for the Hotel and the artists/galleries featured. This strategy is done through a multi-faceted plan of action, which incorporates pre/post event media relations including but not limited to:

- Research and monitor editorial calendars for appropriate opportunities for the brands or event specific
- Draft press releases that target the specific media needs and disseminate on a daily basis leading up to the event and/or launch to regional and national media outlets including print, online, TV and radio
- Create a proactive series of pitches around the brand and artists as well as pitches to highlight the art program and its mission
- Serve as the liaison for all distributed information to ensure that the proper message is presented to the media and in line with the event vision and strategy
- Track and create a comprehensive press report to include placements generated with impressions and value to demonstrate ROI
- Provide onsite support to assist with media/VIP experiences and coordinate introductions



#SagamoreisArt In The News

Art Daily News International Magazine

whitewaller

"LINGERIE FRANÇAISE"

The Sagamore Hotel Gets Cheeky



Check into one of these buzzy Miami hotels for the best Art Basel scene
Basel Miami Beach returns to the Miami Beach Convention Center December 4 and with it comes a dazzling array of satellite fairs, art installations. As the glitterati descend on Miami, here are the best hotel scenesters to check into.



Sagamore Miami Beach

artnet® news

Art World

Going to Art Basel in Miami Beach? Here's Where to Stay

"The Prodigious Decade", una mirada a la generación de los 80

06 de junio de 2017 - 10:06 - Por GESSELL, CISNEROS

Con una muestra que recopila la obra de artistas de la vanguardia cultural cubana, cuestionada en Miami apasionan por mantener el legado GESELL, CISNEROS



MIAMI. La década de '80 comenzó culturalmente en una Cuba que se encontraba en un proceso de transformación, de enfrentamiento y de reacciones enfrentadas que conllevaron a lo que es hoy la más grande.

Con ese espíritu y esa mentalidad de vivir las ideas de la libertad, surgieron artistas del momento, como el pintor Rubén Torres Llorente, quien expuso en el Septiembre visual '87, en el Museo de Arte de la Ciudad de México, titulado "Prodigiosos Decade", hasta la actualidad.

Lo mismo hicieron en París, en un grupo de artistas chilenos que durante el decenio de los 80, pioneros de la escena contemporánea en el arte y la fiesta, la muestra "El abrazo excesivo", con un momento de arte, resistencia, libertad, transformando y llevándolo a una dimensión de transformación y entusiasmo con lo íntimo, expuesto en el Palacio de la Ópera de París.

A modo de resumen, mencionaré que la biografía de mi vida demuestra un periodo de exilio en la que conviví en París en la época de Aníbal Cuervo, César Vellón, Gloria Haze y Gustavo Aszkenasy, entre otros, impregnados al estilo y el lenguaje con un despegue en la tradición pintoresca de la vida.

"Disfrutaba la idea de estos artistas, que tienen un alto nivel, están cada vez más comprometidos con su propia visión del mundo", dice.

La muestra es el resultado de un proceso de selección que incluye más de 100 artistas contemporáneos, provenientes de 11 países, organizada por el artista Rudy Delvalle en su sala Galería para dar paso a un movimiento más cercano al teatro y la ópera.

MIAMI TODAY

WEEK OF THURSDAY MAY 18, 2017 JENNIFER BOTT-ROMERO EDITOR OF ARTS AND ENTERTAINMENT SECTION



THE ACHIEVER

MIAMI. La obra de los artistas brasileños Beatriz Milhazes y Joaquim Farsetti, que se presentan en la muestra "The Achiever", en la Galería de Arte de la Universidad de Miami, es la obra de dos maestros que se conocieron hace 25 años.

Milhazes, que nació en 1960, en São Paulo, Brasil, es conocida por sus paisajes mágicos, que combinan elementos de la cultura popular y el folclore brasileño con la belleza de la naturaleza. Farsetti, que nació en 1942, en São Paulo, es conocido por sus retratos y esculturas que exploran la identidad y la memoria.

La muestra, que se inauguró el viernes 12 de mayo y permanecerá abierta hasta el 11 de junio, es una oportunidad única para ver la obra de dos artistas que han sido influenciados por el mismo ambiente artístico de São Paulo.

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#SAGAMOREISART
ART WEEK & BEYOND

The Sagamore Hotel Report: #SAGAMOREISART ART WEEK & BEYOND

Art Week & Beyond is the annual event that brings together the art world, business leaders, and culture vanguards from around the world. The Sagamore Hotel is a destination for the city's most influential collectors, curators, and critics, as well as the city's most creative and emerging artists. In addition to its own collection of original artwork and curated installations, the Sagamore Hotel offers a variety of services through partner galleries, including private viewing parties, artist talks, and guided tours. The Sagamore Hotel is also a member of the Art Basel Miami Beach family, and participates in the Art Basel Miami Beach week, which includes the Art Basel Miami Beach fair, the Art Basel Miami Beach week, and the Art Basel Miami Beach week.

MIAMI ART

MIAMI ART is a leading international art fair that showcases the best in contemporary art from around the world. The fair features works by established and emerging artists, as well as works by local and international galleries. MIAMI ART is held annually in Miami, Florida, and is a major event in the city's cultural calendar.

Miami Beach Community Newspapers

Cuban Artists: The Prodigious Decade

A Curated Selling Exhibit with Historic and Recent Artworks from Cuban Artists of the 80's Generation



MIAMI

CALLING THE SHOTS
A CURATED SELLING EXHIBIT

WOMEN OF STYL
SALE DE FINE ARTS
SALÓN DE ARTE

FOOD & DRINK
WINNER

RUSSIAN STANDARD
FOOD & DRINK
guide

FOOD & DRINK
guide



Global Traveler
THE SOURCE FOR LUXURY BUSINESS TRAVELERS



Beatriz Milhazes

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THE WALL STREET JOURNAL



SAGAMORE

MIAMI BEACH

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