



**FRAMEmotions Miami Beach 2018**  
*experience art together*



**2nd December 2018 > 25th March 2019**

Sagamore Hotel 1671 Collins avenue 33139 MIAMI BEACH FLORIDA - USA

# FRAME Art Fair

The third edition of FRAME Art Fair, takes place in Miami after passing through Basel (10> 17 June 2018) and Paris (13> 21 October 2018), in a tour that will soon bring us to the cities of New York, San Francisco and Seattle. In all these dates we find a common denominator, the high point of the great art fairs in each of the sites. Where the market is, FRAME is located and adapts to the demand and possibilities of each place.

Thus, in Basel (June 2018), an essential place for the presentation of the most important artistic projects, FRAME designs its fair space at the Basel Art Center, with the concept "Contemporary Art Together", which brings together a series of selected galleries and its artists in the nerve center of the city, a few meters from Art Basel, to welcome collectors and specialized public in a careful, relaxed and container environment of international contemporary art projects that dialogue with each other in an original and contemporary layout that separates us from the art fairs variegated by overlapping and impersonal stands.

In FRAME Basel, collectors, galleries and artists, as well as media and professionals of the sector, also interact in the various daily events that are offered as thematic dinners, concerts in petit committee or breakfasts for collectors.



Thematic dinners at FRAME Basel 2018. Basel Art Center

Jason Newsted, former bassist of Metallica, offers a concert at FRAME Basel 2018. Basel Art Center

# FRAME Art Fair

During the week of art in Paris, parallel to FIAC, FRAMExperience opens its doors from October 12 to 21 in the 7th district of the French city, between the Musée d'Orsay and the Rodin Museum we find a proposal based on synergies created between the art galleries with their represented artists, and the start ups of the moment related to collecting and contemporary art in Paris. An innovative and careful proposal, which offers the specialized public a series of meetings and meetings of the most fruitful for the sector, as well as the presentation of international artistic projects in several spaces simultaneously.

FRAMExperience Paris presents itself as an experimental laboratory fair in the heart of the city, a few meters from FIAC, but also from the main museums and fairs that are held in parallel. Rachida Dati, mayor of the district, inaugurates this event at the Paris City Hall with an awards ceremony for the most boasted artists.



Entrega de Premios FRAME Art Fair en el Paris City Hall de Paris 7  
Charlas y mesas redondas desarrolladas en 55 Bellechasse Galerie para FRAMExperience Paris 2018



# FRAME Art Fair

## MIAMI BEACH 2018

**FRAMEmotions Miami Beach 2018** takes place in parallel to Art Basel Miami, during the first week of December, and has a continuity that extends for more than 4 months, until March 25, 2019. Only in this first week, the city attracts approximately 77,000 art sellers, artists, collectors and fans during the fair.



**FRAMEmotions** It is an artistic event aimed at collectors, patrons and specialized public, starring artists and cultural agents, in order to offer a new concept of art fair in which the artistic experience prevails with the aim of acquiring the necessary supports to that contemporary artists can develop their careers successfully, through the sale of works of art and the loyalty of patrons and collectors, that accompany and enhance their careers.

For this, the organization, headed by Bertrand Scholler, director of the Parisian gallery 55Bellechasse, will benefit the collaboration of a team of professionals, as well as patrons and collectors, who have joined to give life to FRAMEexperience.

In Miami, about 150 works of Art (mostly originals) from 25 international artists (15 nationalities), will be on display. The curation is divided in 4 main spaces, curated in the museum style developed by María Díaz Rey.

Maria Díaz Rey is a curator of exhibitions and also the director of an Spanish gallery, who designs an approach in which history is always in perspective of whatever is on display, as well as the idea that less is more, and walls must breath, so that her commitment and love for art and artists is best achieved.



**EXPERIENCE Art Together**

# FRAME Art Fair



## LOCATION

**FRAMEmotions Miami Beach** takes place at 1671 Collins Avenue MIAMI BEACH, just 300 meters from Art Basel Miami. The hotel is on the mythical Collins Avenue, full of art deco hotels and Miami Beach's fashionable shops and venues.

The event will take place in the facilities of the ground floor of the Sagamore Art Hotel, as well as in the attic; In total, about 1000m<sup>2</sup> of art spaces and art experiences; a place where around 15,000-20,000 people spend each year few hours during the week of art in Miami, and which host some of the most prominent collectors during that specific week.



## FRAME Art Fair



**FRAMEmotions Miami Beach** immerse the visitor in a energetic but peaceful atmosphere, enabling multi experiences. The artistic journey starts with a monographic exhibition by American artist **Jason Newsted**, former bassist of the legendary Metal band: Metallica, winner of 6 Grammy and part the Rock and Roll Hall of Fame. Jason is also committed to the Little Kids Rock (non-profit organization, focused on working with music with children from disadvantaged areas). Since 2006, when he decided to give more time to his passion for painting, he found a space to share with us all the ghosts that accompany him during his life as a musician, but also a certain idea of our world today and at the end a very intense poetry. Jason's art is direct, surreal, urban, deep, colorful and full of influences from artists such as Basquiat, Dubuffet, Picasso or Fautrier, but always imbued with his music that is reflected in each and every one of his paintings.



*Rockstar Triptych* by Jason Newsted

# FRAME Art Fair

## FRAMEmotions

Once the visitor enters the Sagamore, he will discover the unique and powerful universe of Jason Newsted. Then he will access the FRAMExperience spaces organised like few journey, each of them intends to help question the visitor and provide him at the same time emotion and the joy of learning things in a original manner.

The first journey is a contemporary critical reflection on the commercial relations throughout history between the countries of the world, starting from the idea of the **Silk Road**.

We go from Japan to autan crossing Asia, then towards Europe crossing part of the Middle East. This is done from a historical-poetic point of view, which reminds us of the importance of trade routes to spread art and enable it to become for all mankind not just for local purpose, and this has been happening more or less from the beginning of time until today. This journey is organised with a selection of works of artists such as **Niloufar Banisadr** (Iran), **Azam Shadpour** (Iranian), **Ole Aakjaer** (Denmark), **Tomas Kaniowsky** (Poland), **Lamazares** (Spain) and **Jason Newsted** (America).



Ancient map of the Silk Road



Triptych made by Niloufar Banisadr  
"This towels tell their own story" from the Imprints series

We continue our journey through another of the spaces that make up FRAMEmotions, which leads us to delve into the idea of the **Wheel of Destiny**, of the dual and frequently conflicting forces that have been moving the World. A World with always a stronger facing a weaker, a conqueror with view on territories and the conquered dreaming of revenge. It is then a reflection on the History of Civilizations, of the Empires and of the dominant and dominated countries. A world that builds successes on the failures of the other, something that has happened since the beginning of time and continues today. A world that always dream about being more fair or reasonable, but never achieve to do so for the majority of its inhabitants. While the western world grows and develops, neighboring continents like Africa see hundreds of people disappear in Mediterranean waters, that on a daily basis.

We also see the generosity of many, try to compensate and help, but it seems never to be enough, and always so difficult to manage and get the expected results. Indeed a war, an epidemic or any kind of catastrophe seems always to be waiting it's time. These conflicts, epic moments or catastrophe have been and continues to be a reason for artistic creation, where the most committed creators develop their genius and act from the depths of their feelings, generating a poetic justice that is only possible through Art, including poetry or photography, not only painting or sculptures.



## FRAME Art Fair



Les Éléments by Pascal Vochelet

We enter a space of freedom and creation that acts in the face of the world of political and social injustice, from a perspective of ethical and aesthetic critical reflection, with pieces that are positioned, from committed authors such as **Pascal Vochelet** (France) with its dream worlds and dystopian, the portraits of immigrants of **David Ramírez Gómez** (Colombia), the work of the African **Diop Diadji** (Senegal), the classic-contemporary painting of **Incze Mozes** (Romania), the rebellion of the Iranian artist **Niloufar Banisadr**, the encouraging images of **Elodie Pierrat** (France), the transgressive language of **Jason Newsted** (USA), the poetic painting of **Lamazares** (Spain) or the superb talent of **Milan Medic** (Serbia) as well as the Russian **Misha Most**.

And by watching them, we can feel proud that so many artists are devoting their time to such less commercial and / or decorative works of Art. Because at the end, only what has a eternal meaning in it, can last forever.



Paintings by Misha Most



# FRAME Art Fair

## FRAMEmotions

"Money talks... but also ART talks"

In a world that is seen by more and more people as managed only by "a few" really powerful, where money is the key and the most easy way to measure success, we talk about art, commitment, soul, future, poetry and love.

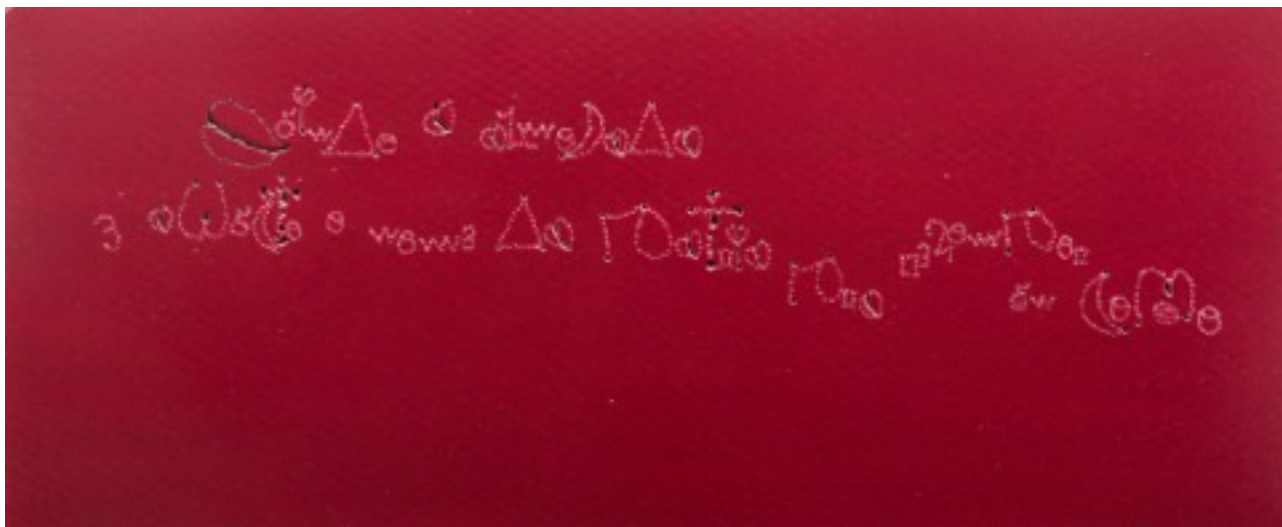
We speak of the power of art to change the world, of the healing, evocative power, transmitter of ideas, to form and inform, to contribute an "added value" to the most modest people on earth. Art when it is not so conceptual or abstract can speak to the entire world and bring emotions everywhere.

Art brings light in the darkness, freedom and generosity that artists give us through their works of art, and that are capable of transforming the world. But because if that, the Art scene is a place of competition and deceptions, because it is unregulated, so anybody could do anything.



But in real it is not as simple, there are many written rules and far more that are unwritten. Courage and bravery are not the best road for commercial success; when a lot of power (money or decision) is in the hand of a handful of people. So artists have to find alternative options, when they succeed in a narrative and emotional manner, then they can go through anything that could oppose their way.

Not in vain, because they have been facing throughout the history of civilizations, politicians and kings, dictators, powerful, surrounded themselves with art and artists to try to reach everyone anywhere or anytime (art music and books), to try to reach the soul of people and thus control them.



Painting by Lamazares

“GUINDO a almofada / e axusto o nome da patria pra recompor un soño”  
“I TOSS the pillow / and I adjust the name of the homeland to recompose a dream”

In the Middle Ages the churches and the cathédrales, design by the best architects and made with the support of the greatest craftsmen and artists, were a efficient way to teach the people the “moral” way forward, and even the illiterate people were able to receive the messages through the incredible images made by master sculptors. Indeed, artists such as Master Mateo who materialised his art in the *Portico de la Gloria of the Cathedral of Santiago de Compostela*, a sacred place where pilgrims carry their faith during long and hard routes of the Camino de Santiago. There are so many example throughout history, like portraits of kings that elevate them to the highest standards of society, as well as their relatives. But in the same time, artists could play (...) and include details, coded elements, or emotions to make a efficient satire and while at the beginning only a few will see and know; soon it can spread all around.

The images that move the world like Leonardo da Vinci's *La Gioconda*, the most desired and admired painting of all times for its mystery and intensity, which makes the Louvre Museum in Paris something more than a great museum, brings magic and illusion to each One of its visitors, adds value to the lives of people, thus feeding their soul to make it better

Already in the mid-twentieth century, in the USA, Abstract Expressionism shapes and brings light to a model of society that adopts it as its own and gives it such high value that the canvases of artists such as Jackson Pollock or Marc Rothko, among others, pass by to be present in all the great collections of the world, and exceed the price ranking for years, at the top.

In short, art has the power to compensate the power of money, and an artist, without money, has the ability to move the world with his creations.

The power is economic, political and media.

Art is free and also powerful, and to approach this idea, we present a series of pieces that give us that "something more" that can change the world, the life of a person or, simply, create a moment of reflection and contemplation.

# FRAME Art Fair

## FRAMEmotions

### COMMITMENT

The first edition of FRAMEmotions in Miami, leaves no room for risk, we have decided only to work with artists and exhibitors who represent them with values that meet our project.

The organization of every space is committed to artistic proposals with a clear professional focus, with a drastic selection of artists and professionals who have been looking for such event to exist and who are engaging themselves to be part in it. The style of the event could be comparable with those taking place at the beginning of avant-garde art, to the expositive force of artistic creation and not so much to the capability to get artificially or through money spending a incredible, bit empty media noise.

There are enough powerful and successful commercial art fairs. We are more attracted by the traditional Parisian model of caring for the careers of creators in a more intimate and personal way. We also think that be can also benefit the curious, generous and open minded collectors coming in Miami during the winter period. We do think our strategy is compatible with success for our artists, exhibitors and partners. But each has to really know what he is looking for and measure is idea of success accordingly. We are not a new concept of art fair or pop up exhibition, we want to be a provider of emotions and educational experiences, as well as a success enabler for those who trust us and want to be part of this adventure. We like from the past the tea salons in paris, when philosophers, painted, journalists, collectors when enjoying moments and speaking all together in the house of generous art patrons. We want the Sagamore to be the same. We also like to think of the universal exhibitions, that is why we care about having with us startups and their founders.

Then among our visitors, few who will have the courage, desire and power to support their careers and invest in pieces or in startups on a long term and loyal basis to a set of values that can make our life more bright and our dreams more colourful.



## FRAMEmotions

### PENTHOUSE

During the week of art in Miami, the attic of the Sagamore Hotel will receive the visit of cultural agents, collectors, media and artists who will be able to enjoy evenings, breakfasts and meetings, in "petit comité", as well as musical performances like that of the artist Jason Newsted, among other activities that will be developed interactively with the public.



# FRAME Art Fair

## FRAMEmotions Miami Beach 2018

### LOCATION

Sagamore Hotel  
1671 Collins avenue  
33139 MIAMI BEACH  
FLORIDA - USA

### DATES

2nd December 2018 > 25th March 2018  
<http://www.frame-art-fair.com/>

SAGAMORE  
MIAMI BEACH



# FRAME Art Fair

## LAST EDITIONS

### FRAME Basel 2018 Contemporary art together

Basel Art Center · Basel · Switzerland

10>17 june



### 55Bellechasse Gallery (France)

Niloufar BANISADR · Christiaan CONRADIE · Diadji DIOP · Tomasz KANIOWSKI · Jason NEWSTED · Elodie PIERRAT · David RAMIREZ-GOMEZ · Pascal VOICHELET · Vladimir SULYAGIN · Anne KUHN · Milan MEDIC

### About Art (Spain)

Fernando de FRANCE · María MAQUIEIRA · Mónica ORTUZAR

### Laurent Marthaler Contemporary (Switzerland)

Hadrien DUSSOIX · Simon PACCAUD · Daniel Orson YBARRA

### Lena and Roselli Gallery (Hungary)

Naoki FUKU · Mozes INCZE

### Pigment Gallery (Spain)

Jordi ALCARAZ · Anke BLAUE · Lidia MASLLORENS · Manu TINTORÉ

### SAAB projects (USA)

AYAKAMAY · Arthur BROUTERS · Noritoshi HIRAKAWA · Avery NEJAM · Henry QUINSON

### Today is the day (USA)

Davide BALULA · Jessica DIAMOND · Les LEVINE · Carissa RODRIGUEZ

### Curated Projects

#### in partnership with 55Bellechasse

Géraldine BEIGBEDER · Jean-Marc DALLANEGRA · LEE Hyun Joung · Mikel GLASS · Jérôme LETELLIER · Zola MASSELA · Misha MOST · Albina ROLSING · Mélanie WEINER

### BillyBoy\* & Lala Fundation

### Tomita Family Collection (Japan)

Ole AAKJAER · Shusaku ARAKAWA · Nobuyoshi ARAKI · AYAKAMAY · Niloufar BANISADR · Cecily BROWN · Damien HIRST · Brad KAHLHAMER · KAWS · Yayoi KUSAMA · Les LEVINE · Tatsuo MIYAJIMA · Richard MOSSE · Daido MORIYAMA · Takashi MURAKAMI · Yoshitomo NARA · Jason NEWSTED · Tsuyoshi OZAWA · Kiki SMITH · Kinki TEXAS · Dan WALSH · Lawrence WEINER

# FRAME Art Fair

## FRAME Paris 2018 Experience art together

61 rue de Varenne 55 rue de Bellechasse 116 rue de Grenelle 10 Cité Vanneau 75007 Paris

October 12th > 21st / Paris7



EXPERIENCE Art Together

### 55Bellechasse Galerie (France)

Niloufar BANISADR · Christiaan CONRADIE · David RAMIREZ-GOMEZ · Pascal VOCHÉLET

### Curated by 55Bellechasse (France & USA)

Franyo AATOTH · Géraldine BEIGBEDER · Olga CALDAS · Jon DAVIS · Diadji DIOP · Giotto DOICHITA · Didier GAILLARD3-HOHLWEG · Tomasz KANIOWSKI and Gilles PARIS · Jérôme LETELLIER · Milan MEDIC · Elodie PIERRAT · Gabriel SOBIN · Mélanie WEINER

### About Art (Spain)

Fran BOBADILLA

### Lena and Roselli gallery (Hungary)

Mozes INCZE

### Galerie Louis Gendre (France)

Eric BATTUT · Marcin SOBOLEV · Anne Marie ROGNON

### Mona Lisa (France)

Jacques BERTHIER · Laurent DESCHAMPS · Masao HATAYAMA

### Galerie Mansart (France)

Lulu NUTI Katherine OH

### Galerie NH (France)

Rufino TAMAYO · Jose NUNO · Mathias GOERITZ · Carlos GARCIA · Noriega BUENO

### Galerie des Petits Carreaux (France)

Pierre GALOPIN · Ron HASELDEN · John TIMBERLAKE

### SCHOOL GALLERY (France)

BACHELOT & CARON · Stephan GLADIEU

### START-UPS

Allmecen AnatoleTools Artify

Notoryou

Wit Art

NewArt Advisor Seezart

### FOUNDATIONS

BILLY BOY & LALA



# FRAME Art Fair



## Bertrand SCHOLLER

*Director de 55Bellechasse  
y co-fundador de FRAME Art Fair*

I created Galerie 55Bellechasse in 2013, being myself a modest and seasonal collector, already having a connection with a few contemporary artists. Quickly it became obvious that whatever we would do to attract visitors to our gallery, that collectors were not likely to come to us readily; so we had to go to them. We then started to exhibit on the French Riviera during summer, in the Alps during winter, choosing good locations in the most renowned holiday resorts. But nothing proved as efficient as attending art fairs, especially the largest and most well known ones for which we qualified as a “new” gallery. But that time is clearly over.

Indeed, for us at 55Bellechasse, after few successes and as many failures, we have decided to create an event that would help us become less addicted to fairs and enable us to more directly and efficiently promote our “in-house” artists in a more appropriate environment, with a long term and strategic program. We also wanted to be a place where we could structure the intersection of art and nascent but burgeoning area of art – orientated digital technology thought meeting and involving the founders and users of digital technology companies.

That is why we created FRAME Experience some months ago in Basel and why we have already committed to do repeat performances, specifically one in Paris and then one in Miami; we also plan iterations for New York, San Francisco and Seattle, as well as a return to Basel.

Our events will always provide an opportunity for virtually universal participation (exhibitor, artist, startups owners, partners, etc.) and a platform from which to realize expectations, through investing with us, and joining our adventure. Indeed, FRAME Experience is seeking long term industrial or/and financial partners. We want to be a platform enabling this type of investment to occur on an ongoing and mutually attractive basis. So we have selected ambassadors, who are to be key stakeholders in FRAME Experience. We will go step by step to move forward to place the human element at the center of everything, especially a network of team players, sharing the same vision.

Join FRAME Experience so that we become, together, “The Place” to be.

*Bertrand Scholler*

# FRAME Art Fair

## SPONSORS

**55 Bellechasse · Ben & Jerry 's · ARTEM entreprises · Arts hebdo médias  
Chauffeur privé · Ecole nationale supérieure d'art et de design de Nancy  
Grand Est · Hiscox · ICN business school artem · Ministère de la Culture  
New art advisor · Lemonaide · Mines Nancy · Artistik rezo  
Sagamore Art Hotel · Art Binder · Notoryu · Ceesart**

## FUNDATIONS

**Billy Boy\* & Lala · Little Kids Rock**



FRAMEmotions Miami Beach 2018  
1671 Collins Avenue / 33139 Miami Beach (États-Unis)

## HOURS OPENING & INFOS

Also by appointment  
At the outpost of 55Bellechasse LLC  
7111 north Miami Avenue  
33150 MIAMI

