

MEDIA ADVISORY

Pérez Art Museum Miami to Takeover InterContinental Miami Hotel's Multimedia Platforms During Art Basel

The 200-ft digital canvas will feature art inspired by the work of Argentinean-born artist Julio Le Parc.

Thursday, December 1st – Sunday, December 4th, 100 Chopin Plaza

WHAT: As Pérez Art Museum Miami (PAMM) launches its newest exhibition, *Julio Le Parc: Form into Action*, one of the city's most iconic buildings will come alive as an extension of the show. As a part of the InterContinental Miami Hotel's New Media Digital Arts Program, PAMM will take over the hotel's 19-story digital canvas, running concurrently with Julio Le Parc's exhibition at the museum. The building's 200-ft digital canvas facade was designed by PAMM as a tribute to Le Parc's kinetic art and will light up the city's skyline during Art Basel.

"We are thrilled about this partnership between PAMM and The InterContinental Miami Hotel that creates a meaningful bond between our two organizations that celebrates Miami Art Basel, the power of the arts and fully activates the Miami waterfront by drawing direct lines between our two buildings," said Christopher Pastor, Director of Corporate and Foundation Relations at Pérez Art Museum Miami. "I hope that this is only the first of a new tradition for PAMM to make its mark on the Miami Skyline at a time when the international arts community has their eyes on our city."

Inside the hotel, art enthusiasts will be able to sip on cocktails while viewing samples from Le Parc's PAMM exhibition, which will be featured throughout the hotel's digital platforms. The InterContinental Miami's flagship restaurant, Toro Toro, will offer a special Le Parc-inspired "Over Le Rainbow" cocktail from November 28th – December 4th.

"As our city has matured into a global arts destination, the InterContinental Miami has emerged as downtown's premier arts hotel," said Robert Hill, General Manager at the InterContinental Miami. "It's only fitting that we are partnering with PAMM to showcase Julio Le Parc's work on Miami's biggest canvas during Art Basel."

WHEN: Thursday, December 1st – Sunday, December 4th 2016

WHERE: 100 Chopin Plaza
Miami, Florida 33131

VISUALS: Media can get b-roll of this larger-than-life art exposition. Suggested viewing points are from Bayfront Park and Watson Island. Interviews with PAMM and a spokesperson from the hotel will be made available by request.

CONTACTS: Taylor Widom: taylor@schwartz-media.com, 305-308-4692
Alessandra Gonzales: alessandra@schwartz-media.com, 786-337-3026