



## NEW MEDIA DIGITAL ARTS PROGRAM FACT SHEET

### Mission

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The mission of the InterContinental Miami's New Media Digital Arts Program is to support and bring awareness to cultural organizations, venues and the local arts community. The New Media Digital Arts Program not only acts as a platform for emerging artists to gain exposure, but also provides guests with a creative and inspiring environment that reflects Miami's unique culture.

### Overview

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Each new media installation within the digital arts program creates an experience that tells a story, starting with the Miami skyline and continuing throughout the hotel's digital artscape.

The focal point of the arts program is the hotel's 200 foot tall 19-story digital canvas - located on two sides of the building's exterior - that illuminates the night skyline with moving images and spectrums of light, creating an eye-catching display of colorful imagery over Biscayne Bay. Seen from South Beach to downtown Miami, and recognized as an iconic part of Miami's skyline, the digital canvas is most well known for its dancing silhouettes. A result of its annual Moves Over Miami dance competition, the InterContinental Miami Skyline Dancers – which consists of 4 males and 4 females – have become an important part of the New Media Digital Arts Program. Every year, dancers of all focuses vie for a chance to represent the city and showcase their talent for millions of visitors and locals to see.

Inside the hotel's grand lobby, one-of-a-kind digital platforms showcase art from nationally recognized, locally-based and emerging artists via the 18 LED screens and interactive touch tables. Quarterly installations are developed to capture the pulse of the City and to evoke a unique style that sets InterContinental Miami apart. Installations have featured a wide variety of artists and partnerships including:

- Andy Warhol, "The Model Boy" Exhibit
- David Siqueros, PopArt Collection
- Venus Williams VStarr Designs
- Perez Art Museum Miami
- Bleeding Palm Art Collective
- eBoy Miami and MIA
- MarsDesign International
- O, Miami Poetry Festival
- National YoungArts Foundation
- Borscht Corporation
- New World School of the Arts
- Miami City Ballet
- Form and Substance: Miami
- Integrated Visions and DWP Live
- NEWT: Experiments in Light and Sound
- Eric Cade, Culture On Demand

The New Media Digital Arts Program is managed by the hotel's curator who oversees all aspects of artist recruitment, programming, exhibit launch, and also coordinates activations that invite the community to celebrate the artist's work and showcase InterContinental Miami's unique platform for turning art into digital and interactive experiences.

### Partnerships

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As a partner in Miami's growing arts and cultural community, InterContinental Miami is always eager to explore new relationships and cultivate strategic partnerships with artists and organizations alike, using the hotel's one-of-a-kind digital arts platform. For more information or to submit a proposal for consideration, please contact the hotel's Director of Marketing and Public Relations, Christine Corson, at [christine.corson@ihg.com](mailto:christine.corson@ihg.com).