



PRESS KIT

SCOPE  
MIAMI BEACH 2015

# SCOPE

## MIAMI BEACH 2015

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JORGE OTERO, *Untitled(2)*, 2015  
Digital photography  
Courtesy of NG Art & Gallery

### SCOPE ART SHOW

With over 75 art shows spanning more than 15 years, SCOPE is the largest and most global art fair in the world, celebrated as the premier showcase for international emerging contemporary art and multi-disciplinary creative programming. Renowned for its uncanny ability to forecast new visual trends that are embraced globally, SCOPE Art Shows in Miami, Basel, New York, London and the Hamptons have garnered extensive critical acclaim, with sales of over 1 billion and attendance of over 1.2 million visitors.

Celebrating its 15th anniversary edition in Miami and its third consecutive year on the sands of Miami Beach, SCOPE attracts 45,000 visitors over the course of 6 days. With an emphasis on activating the careers of emerging artists, attendees to SCOPE are seasoned tastemakers looking for new discovery. Our audience is a diverse crowd of stylish innovators, all of whom define our cultural landscape across a variety of creative disciplines.

*SCOPE taps into the cultural psyche to present only the most pioneering work across multiple creative disciplines. With over a decade of critically acclaimed art fairs and non-profit initiatives that extend beyond the ordinary in contemporary art.*



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## SCOPE ART SHOW RETURNS TO THE SANDS OF MIAMI BEACH

### SCOPE Miami Beach Pavilion

801 Ocean Drive  
at 8th St  
Miami Beach, FL 33139

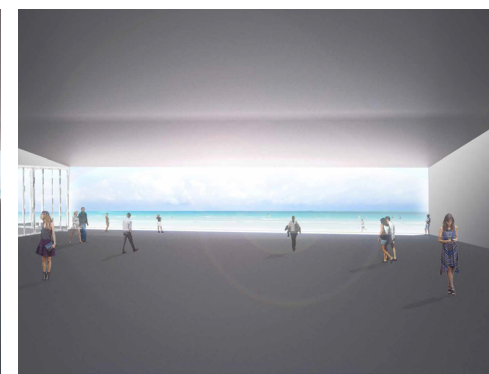
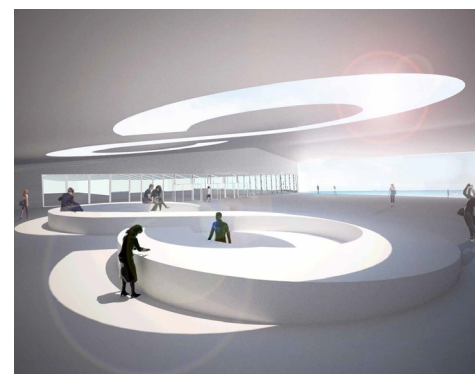
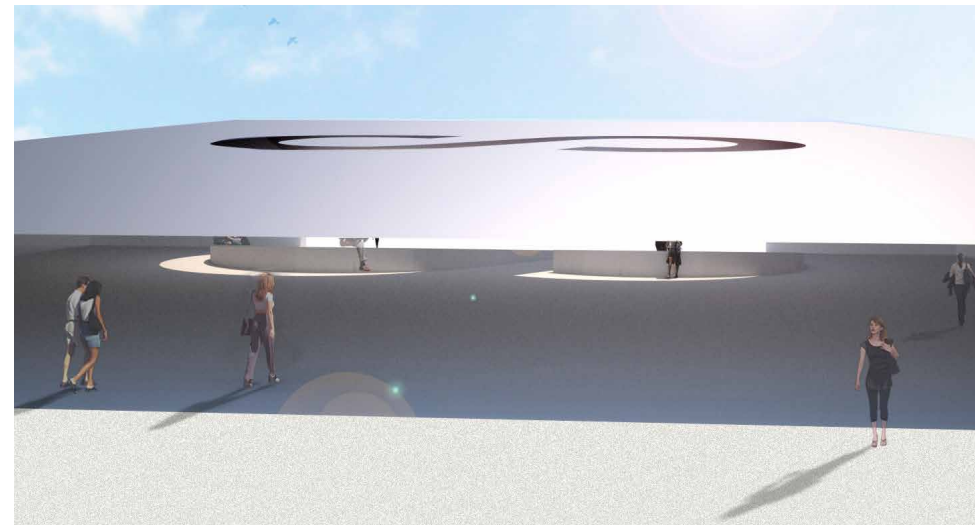
### FOR IMMEDIATE RELEASE

*Miami Beach, FL:* Amidst tremendous support from the City of Miami Beach, SCOPE celebrates its 15th anniversary edition with 118 International Exhibitors from 22 countries and 57 cities. With many well-established galleries upgrading to larger booths, SCOPE Miami Beach will debut a more spacious pavilion to showcase a robust VIP program featuring three curated sections: Juxtapoz Presents, the Breeder Program, and FEATURE.

With an unprecedented outpouring of critical acclaim from press, curators and collectors, and a digital and social media outreach campaign garnering over 300 million impressions, SCOPE Miami Beach's monumental pavilion will once again be situated on historic Ocean Drive to welcome 45,000 visitors over the course of 6 days.

For the fourth year in a row, VH1 is teaming up with SCOPE to bring the ultimate mash-up of art, music and pop culture to Miami Beach. This year VH1 is taking you back to the early '90s with "The Breaks" - an interactive lounge space inspired by the upcoming VH1 original movie *The Breaks*.

SCOPE Miami Beach opens on Tuesday, December 1 with its exclusive Platinum First View event, followed by its VIP & Press Preview, and to the general public December 2 - 6, 2015.



# SCOPE

## MIAMI BEACH 2015

### SHOW SCHEDULE

#### PLATINUM FIRST VIEW

Hosted by VICTOR Private Jet Charters

TUES | DEC 1 | 12PM - 4PM

Invitation or Platinum VIP card for entry  
(or \$150 advance ticket / donation at the door)

#### VIP PRESS PREVIEW

TUES | DEC 1 | 4PM - 8PM

For VIP and Press (or \$100 at door)

#### VH1 RECEPTION

TUES | DEC 1 | 8PM - 9PM

For VIP, Press and Invited Guests

#### OFFICIAL SCOPE PARTY

FRI | DEC 4 | 8PM - 12AM

By invitation and confirmed RSVP only

Presented by BMI

Performances by  
Mack Wilds and Lil Dicky

Nikki Beach

One Ocean Drive, Miami Beach

### SHOW HOURS

WED	DEC 2	11AM - 8PM
THURS	DEC 3	11AM - 8PM
FRI	DEC 4	11AM - 8PM
SAT	DEC 5	11AM - 8PM
SUN	DEC 6	11AM - 8PM

### ADMISSION

Free for Platinum and VIP card holders

First View	TUES	\$150
Preview	TUES	\$100
General	WED - SUN	\$35
Student	WED - SUN	\$25

### LOCATION

#### SCOPE MIAMI BEACH PAVILION

801 Ocean Drive  
at 8th St  
Miami Beach, FL 33139  
USA

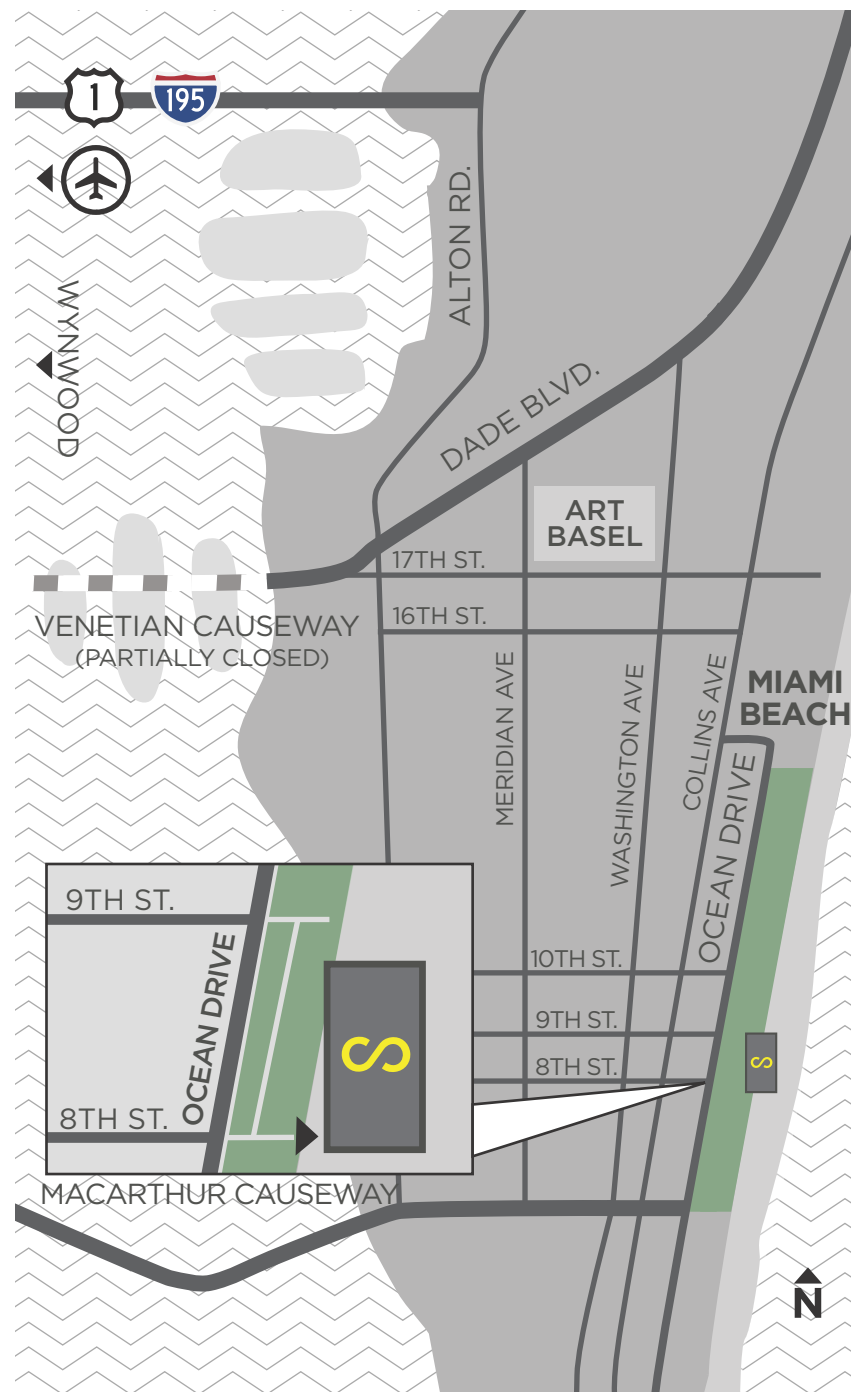
#### DRIVING DIRECTIONS

From the MacArthur Causeway:

- Head southeast towards A1A N toward Fountain St
- Turn left onto Collins Ave
- Turn right at the 2nd cross street onto 7th St
- Turn left onto Ocean Drive, SCOPE will be on the right.

From I-95W:

- Take Exit 5 to W29th St
- Continue on W29th St to Alton Rd
- Turn right onto Alton Rd
- Continue on 9th St Drive to Ocean Drive



# SCOPE

## MIAMI BEACH 2015

### FLOOR PLAN



### LEGEND

- |  |                |  |               |
|--|----------------|--|---------------|
|  | Entrance       |  | Cafe          |
|  | VIP Tour Guide |  | Bar/Cocktails |
|  | VIP Lounge     |  | Food          |
|  | Restrooms      |  | Happy Hour    |

### PROGRAMMING

- BREEDER PROGRAM
- FEATURE | PHOTOGRAPHY
- JUXTAPOZ PRESENTS

### SPONSOR PROJECTS

- ★ MOO + SCOPE | Paper View | H17
- ★ Bombay Sapphire | Artisan Series | H23
- ★ The Heineken Lounge | H33
- ★ Juxtapoz 1xRUN Print series | G19
- ★ The Breaks | VHI Lounge | Front Pavilion

## EXHIBITORS A-Z

**G09** Alessandro Berni Gallery  
**E23** Alternative Art Collections  
**A34** Art Unified  
**F31** Asterisk Projects  
**B09** AUREUS Contemporary  
**B25** Axiom Contemporary  
**H09** Barbara Paci Art Gallery  
**E03** Beautiful Asset Art Project  
**B17** Benrimon Projects  
**D25** Boulderton & Artelite  
**E07** Callan Contemporary  
**D13** Castle Fitzjohns  
**B37** Chesterfield Gallery  
**A39** Chung Jark Gallery  
**B29** Contempop Gallery  
**E09** Corridor - Mika Gallery  
**F25** Dan Hort Projects  
**D23** De Re Gallery  
**D03** Dean Borghi Fine Art  
**E13** Dialecto Gallery  
**B23** Duane Reed Gallery  
**F07** Elizabeth Houston Gallery  
**G13** Evan Lurie Fine Art Gallery  
**E17** FitzGerald Fine Arts  
**F33** FREDERIC GOT  
**D37** french art studio  
**D33** G.M.A.  
**D15** Galeria C-Arte  
**A01** Galerie de Nevers  
**C05** Galerie Mark Hachem  
**G15** Galerie Virginie Barrou Planquart  
**B11** Galerie Wolfsen  
**B15** GALLERI RAMFJORD  
**E15** Gallery artpark  
**D29** Gallery Bastejs  
**H21** Gallery G-77  
**D21** Gallery HO  
**H11** Gallery Tableau  
**H31** H-art Beat Gallery  
**F35** Habatat Galleries  
**B01** Hoerle-Guggenheim Gallery  
**F23** Indiana Bond  
**G11** island6  
**F01** Jacob Karpio Galeria  
**H25** JanKossen Contemporary  
**H27** K + Y Gallery  
**H07** Kim Jae Sun Gallery  
**E19** LaCa Projects  
**G02** Lelia Mordoch Gallery  
**H29** LET THERE BE ART  
**D01** Mario Mauroner Contemporary Art  
**F37** Miami's Independent Thinkers  
**E25** Ministry of Walls  
**A09** MLB Gallery  
**F21** MMFA  
**D19** Modus Art Gallery  
**C15** MORDEKAI by Ken Borochoy  
**B21** MYA Gallery  
**E11** N'Namdi Contemporary  
**C07** NextArt Galéria  
**B33** NY1978  
**A33** Ohshima Fine Art  
**F15** Onishi Gallery  
**D09** OSME Gallery  
**A15** Pabellón 4 Arte Contemporaneo  
**B35** Pashmin Art Gallery  
**B31** Project Gallery  
**D35** Rebecca Hossack Gallery  
**B03** Rice Polak Gallery  
**H01** Robert Fontaine Gallery  
**G04** Rumney Guggenheim  
**F11** Rush Arts Galleries  
**B27** See Me  
**H19** Seoul Contemporary  
**D07** Sergio Gonçalves Galeria  
**A41** SIA NY  
**D17** Street Art Anarchy  
**B13** The Cool Hunter  
**A05** The Flat - Massimo Carasi  
**C11** The Schoolhouse Gallery  
**H13** Untitled Projects  
**F29** Vogelsang Gallery

## BREEDER PROGRAM

**A29** Azart Gallery  
**E01** Beta Galeria  
**A25** Celaya Brothers Gallery  
**A03** Crane Arts  
**A17** Galerie Kunstkomplex  
**F17** Gallery on Wade  
**A11** Paradigm Gallery + Studio  
**D31** Res Non Verba  
**A27** Station 16 Gallery

## JUXTAPOZ PRESENTS

**A23** Andenken Gallery  
**C09** C.A.V.E Gallery  
**A21** Copro Gallery  
**B05** FIFTY24MX Gallery  
**C01** Galerie C.O.A.  
**H15** Gauntlet Gallery  
**C03** Inner State Gallery  
**D11** Joseph Gross Gallery  
**A23** Kallenbach Gallery  
**G03** Lawrence Alkin Gallery  
**F02** Mirus Gallery  
**A11** Paradigm Gallery + Studio  
**C13** Parlor Gallery  
**F27** Red Truck Gallery  
**H03** StolenSpace Gallery  
**A27** Station 16 Gallery  
**F03** Thinkspace

## FEATURE | PHOTOGRAPHY

**A37** Bart Gallery  
**C09** C.A.V.E Gallery  
**B06** ClampArt  
**B02** Clark Gallery  
**B18** Duncan Miller Gallery  
**F16** Barbara Edwards Contemporary  
**G05** Emmanuel Fremin Gallery  
**B07** Galerie Eric & Valérie GALEA  
**F19** Grundemark Nilsson  
**F13** In the Gallery  
**F10** Michele Mariaud Gallery  
**F09** Muriel Guepin Gallery  
**F05** NG Art & Gallery  
**D27** Taglialatella Galleries  
**A13** The Public House of Art  
**H05** Thomas V. Meyer Fine Art

## SPONSOR PROJECTS

**H33** The Heineken Lounge  
**H23** Bombay Sapphire | Artisan Series  
**H17** MOO + SCOPE | Paper View  
**G19** Juxtapoz 1xRUN Print Series  
**FP** The Breaks | VH1 Lounge

**SCOPE EXHIBITOR HIGHLIGHTS**



**F05**  
**NG Art &  
Gallery**



**A01**  
**Galerie de  
Nevers**



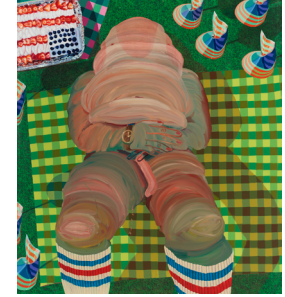
**D07**  
**Sergio  
Gonçalves  
Galeria**



**A09**  
**MLB Gallery**



**D03**  
**Dean Borghi  
Art Gallery**



**F07**  
**Elizabeth  
Houston  
Gallery**

**BREEDER PROGRAM**



**A25**  
**Celaya  
Brothers  
Gallery**



**A11**  
**Paradigm  
Gallery +  
Studio**



**E01**  
**Beta Galeria**



**F17**  
**Gallery on  
Wade**



**D31**  
**Res Non Verba**



**A03**  
**Crane Gallery**

**FEATURE | PHOTOGRAPHY**



**F16**  
**Barbara**  
**Edwards**  
**Contemporary**



**F19**  
**Grundemark**  
**Nilsson**



**B02**  
**Clark Gallery**

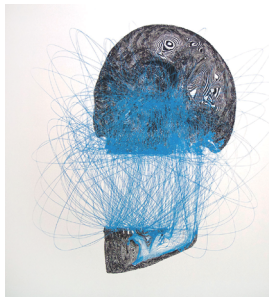


**B06**  
**ClampArt**

**JUXTAPOZ PRESENTS**



**F02**  
**Mirus Gallery**



**B05**  
**FIFTY24MX**  
**Gallery**



**D11**  
**Joseph Gross**  
**Gallery**



**H03**  
**StolenSpace**  
**Gallery**



**F03**  
**Thinkspace**



# PROGRAMMING



## BREEDER PROGRAM

Long-established as the original incubator for emerging work, SCOPE's Breeder Program celebrates its 15th year of introducing new galleries to the contemporary market. A remarkable opportunity for exposure, Breeder Program alumni include: Peres Projects, John Connelly Presents, Galeria Enrique Guerrero, Daniel Reich Gallery, Bischoff/Weiss, INVISIBLE-EXPORTS, SEVENTEEN, ROKEBY, Taxter Spengemann, Magical Artroom and Spinello Projects, among other notable galleries.

SCOPE Miami Beach 2015 Breeder Program includes:

Azart Gallery, Beta Galeria, Celaya Brothers Gallery, Crane Arts, Galerie Kunstkomplex, Gallery on Wade, Paradigm Gallery + Studio, Res Non verba, Station 16 Gallery



## FEATURE | PHOTOGRAPHY

Featuring cutting-edge photographic works, FEATURE highlights galleries and artists who expand upon and challenge the traditional definition of photography. Featuring 15 international exhibitors, FEATURE showcases the most innovative photo-based work from around the globe.

SCOPE Miami Beach 2015 FEATURE | Photograph includes: Bart Gallery, C.A.V.E Gallery, ClampArt, Clark Gallery, Barbara Edwards Contemporary, Emmanuel Fremin Gallery, Galerie Eric & Valérie Galea, Grundemark Nilsson, In the Gallery, Thomas V. Meyer - Fine Art, Michele Mariaud Gallery, NG Art & Gallery, Muriel Guepin Gallery, Tagliatella Galleries, The Public House of Art



## JUXTAPOZ PRESENTS

Now in its 4th edition, Juxtapoz Presents celebrating artwork that bends, blends and transcends genre. Featuring 17 innovative galleries, the Juxtapoz Presents program embodies the New Contemporary that is SCOPE's hallmark and add a singular dynamism to the Miami Beach 2015 show.

In addition, SCOPE is excited to introduce the Juxtapoz | SCOPE Print Series, in collaboration with 1xRUN. The print series will feature a portfolio of 6 artists, in editions of 100. Participating artists will be hand-signing editions for collectors and fans at a series of events to take place within the SCOPE Miami Beach Pavilion. Print series available at Juxtapoz 1xRUN Booth.

SCOPE Miami Beach 2015 Juxtapoz Presents Program includes: Andenken Gallery, C.A.V.E Gallery, Copro Gallery, FIFTY24MX Gallery, Galerie C.O.A., Gauntlet Gallery, Inner State Gallery, Joseph Gross Gallery, Kallenbach Gallery, Lawrence Alkin Gallery, Mirus Gallery, Paradigm Gallery + Studio, Parlor Gallery, Red Truck Gallery, Stolenspace Gallery, Station 16 Gallery, Thinkspace

# SCOPE

MIAMI BEACH 2015



For the fourth year in a row, VH1 is teaming up with SCOPE to bring the ultimate mash-up of art, music and pop culture to Miami Beach.

This year VH1 is taking you back to the early '90s with "The Breaks" - an interactive lounge space inspired by the upcoming VH1 original movie *The Breaks*. *The Breaks* is about the rise of hip-hop in early '90s NYC and a group of talented, tenacious young people chasing their dreams at a time when anything was possible. This time period was one of the most vibrant, creative and exciting eras in hip-hop as the genre exploded from the streets to the mainstream. "The Breaks" lounge will capture the energy of that era via installations and interactive experiences, transporting attendees back in time to hip-hop's golden age.

In past years, VH1 and SCOPE have hosted unforgettable parties featuring performances by music artists like Tegan and Sara and Metric, and curated activations and collaborations between artists like painter Hebru Brantley and producer/rapper Kasseem "Swizz Beatz" Dean. This year, music and art will meet again as the art world descends on Miami for its biggest pilgrimage of the year.

*The Breaks*, a VH1 original movie, premieres on Monday, January 4th on VH1.

Location | Front Pavilion



Tegan and Sara performing live at VH1 + SCOPE 2013



VH1 + SCOPE collaborator Kasseem "Swizz Beatz" Dean being interviewed at SCOPE Miami Beach 2014



Nabiha brings her musical talents to the 2014 VH1 + SCOPE stage

# PROGRAMMING

## SPONSOR PROJECTS



### THE HEINEKEN LOUNGE

Heineken® and Montana Cans are joining forces to create the first-ever roving art adventure: the Heineken® Mobile Art Experience. Together, the world's leading upscale beer importer and the premier spray paint purveyor for street artists worldwide will bring this creative concept to the streets of Miami — and to SCOPE Miami Beach, the home base for the Heineken® Mobile Art Experience. Visitors will be introduced to the Heineken Art Project Lounge, a multi-sensory environment featuring streaming video content straight from the truck, a large-scale mural, a Heineken bar, a Montana Cans display, previous Heineken Art Projects, and more. Another first-ever part of the partnership is the creation of a commemorative Montana Can design, honoring the relationship between the two brands. The limited edition design will be gifted to VIPs and select members of the media, and will be on display in the Heineken Art Project Lounge at SCOPE.

**Location | H33**



### BOMBAY SAPPHIRE | ARTISAN SERIES

BOMBAY SAPPHIRE Gin and Russell and Danny Simmons' Rush Philanthropic Arts Foundation continue to partner together to showcase emerging artists. During Artisan Series, a select group of artists will be chosen from online submissions and local art gallery events for a chance to exhibit their work at the Grand Finale event at SCOPE Miami Beach. The creators of the top three pieces from the Grand Finale will participate in the BOMBAY SAPPHIRE Artisan Series Mural project in each of their hometowns, and the Grand Finale Winner will receive a solo show at SCOPE New York in March 2016.

**Location | H23**



### MOO + SCOPE | PAPER VIEW

For the second year in a row, MOO have teamed with SCOPE to present the most exciting artists working with paper. Like ink (its relational counterpart), paper is a living, breathing, organic material. For SCOPE Miami Beach 2015, artist Aerosyn-Lex Mestrovic explores the very nature of paper, pushing it from backdrop to center stage.

Making technology a central theme in his work, Mestrovic's installation will incorporate Paper+, the new NFC-enabled paper from MOO. He blurs the line between physical and digital to examine how we increasingly relate to physical works digitally, and how the role of paper is shifting: from a throwaway, functional medium, to something we value for how it looks and feels.

This is Paper View.

**Location | H17**

# SCOPE OFFICIAL PARTY

PRESENTED BY BMI

*Performances by*

**MACK WILDS**

*Lil Dicky*

Friday | December 4 | 8pm - 12am

**NIKKI BEACH**

One Ocean Drive, Miami Beach

*By invitation and confirmed RSVP only*



# SCOPE

MIAMI BEACH 2015

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## SCOPE VIP PROGRAM

### Our Digital Debut

SCOPE is pleased to announce the launch of our Digital VIP Portal. SCOPE VIPs can now register online for easy access to digital tickets, information, and VIP event schedules.

### Platinum First View

SCOPE Miami Beach celebrates its 15th year with our Platinum Brunch on Tuesday, December 2, 12-4PM. Platinum cardholders will enjoy lite bites and champagne, with a first look at at SCOPE's 118 International Exhibitors.

### Platinum Tours

Platinum cardholders may book a private tour of SCOPE Miami Beach. For scheduling, contact: [platinumvip@scope-art.com](mailto:platinumvip@scope-art.com)

### VIP + Press Preview

SCOPE welcomes VIP cardholders and accredited Press to our preview event on Tuesday, December 2, 4-8PM.

### SCOPE VIP Lounge

Le Salon by French Design Connection  
Platinum & VIP Cardholders are invited to relax and enjoy the atmosphere created by French Design Connection.

### VH1 Reception

VH1, SCOPE's longtime media partner, will host a reception to close out Opening Day from 8-9PM in the SCOPE Atrium. SCOPE VIP cardholders and registered press are welcome to attend, entry based on capacity.



# SCOPE

MIAMI BEACH 2015

## SCOPE PAVILION LOUNGES

### THE BREAKS | VH1 LOUNGE

Framed by views of Miami's South Beach, The Breaks | VH1 Lounge Experience will take you back to the early '90s inside an interactive lounge space inspired by the upcoming VH1 original movie *The Breaks*.

Location | FRONT PAVILION

### SHOKUDO OUTDOOR LOUNGE

Shokudō translates to "Cafeteria", incorporating into their menu solid sushi favorites to playful mixing of seasonal produce with Asian flavors, as well as lite cafe fare. Enjoy the sea air and beach scene while you indulge.

Location | FRONT PAVILION

### SCOPE VIP LOUNGE

Le Salon | by French Design Connection Platinum & VIP Cardholders are invited to relax and enjoy the atmosphere created by French Design Connection.

Location | MID PAVILION

## SCOPE PAVILION HAPPY HOURS

Complimentary cocktails served daily at the following:

**BOMBAY SAPPHIRE | H23 | 6-8PM**

**AVIV VODKA | VIP LOUNGE | 6-8PM**

**LOGIC | NORTH BEACH LOUNGE | 5-8PM**

**HEINEKEN | H33 | 6-8PM**

**LAVAZZA | MID PAVILION | 6-8PM**

### LAVAZZA LOUNGE

Complimentary Lavazza served daily from their sleek, espresso lounge area.

Location | MID PAVILION

### BOMBAY SAPPHIRE LOUNGE

Experience the Bombay Sapphire Artisan Series while relaxing on the terrace with a cocktail, overlooking the ocean.

Location | H23

### LOGIC LOUNGE

Come visit Logic's outdoor oasis and relax while enjoying the soothing aura of Miami's South Beach.

Location | NORTH BEACH LOUNGE

## SPONSORS + PARTNERS



## MUSEUM & CULTURAL PARTNERS



## MEDIA PARTNERS

