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Media Contacts:

FITZ & CO: Anna Rosa Thomae/Taylor Maatman

Tel: [212-627-1455](tel:212-627-1455)

E: annarosa@fitzandco.com/ taylor.maatman@fitzandco.com

FAENA BUENOS AIRES CELEBRATES ITS 10TH ANNIVERSARY OCTOBER 2014

Faena's revolutionary project transformed the abandoned port area of Puerto Madero into a vibrant cultural community

Faena Arts Center will present a site-specific contemporary roller disco installation by artist duo assume vivid astro focus on the occasion of the anniversary



Buenos Aires, August 18, 2014 – This October, **Faena** celebrates the 10-year anniversary of the **Faena Hotel Buenos Aires**, which over the past decade has brought about a cultural renaissance and artistic rejuvenation of Puerto Madero (Buenos Aires). Faena transformed the abandoned port – undoubtedly, one of Argentina's most ambitious and successful real estate projects to date – into an urban enclave with the highest standards of excellence and artful living. Faena's visionary founder Alan Faena explains, "We have redefined the way we live in cities by building a strong community anchored in the

fusion of art, recreation, nature, sustainable architecture and technology. After 10 years, our relationship with the community is as lively as ever.”

To celebrate the anniversary, the entire Faena district will come to life with a series of art installations and special events from **October 10 – 13, 2014**.

Faena Arts Center (FAC) will inaugurate the weekend celebrations with *angeles veloces arcanos fugaces*, a site-specific roller dancing installation by duo **assume vivid astro focus (avaf)**. An indoor neo-disco roller rink will take over the Los Molinos room, the grandest exhibition space at the FAC, and create an environment for celebration and nostalgia for the disco era’s utopian ideals of community that came alive during the 1970s in New York. The installation will also feature music by French comedienne, drag artist, and celebrity DJ, Lady Bunny. The Faena Arts Center invites both the local Buenos Aires skate community, professional roller-dancers, and the general public to participate, dance, and skate at the arts center, underlining Faena’s commitment to participatory and interactive, holistic art experiences. The artist duo explains, “we want you, the music, the neons, the masks, to all become one.”

The **Faena Hotel Buenos Aires** will also mount a retrospective photography exhibition of the iconic history of the Faena Hotel Buenos Aires over the last ten years, to share the Faena story and illuminate the process, development, and success of the hotel.

For more information about Faena’s 10th Anniversary, please contact [FITZ & CO.](#)

ABOUT AVAF AT THE FAENA ARTS CENTER



assume vivid astro focus

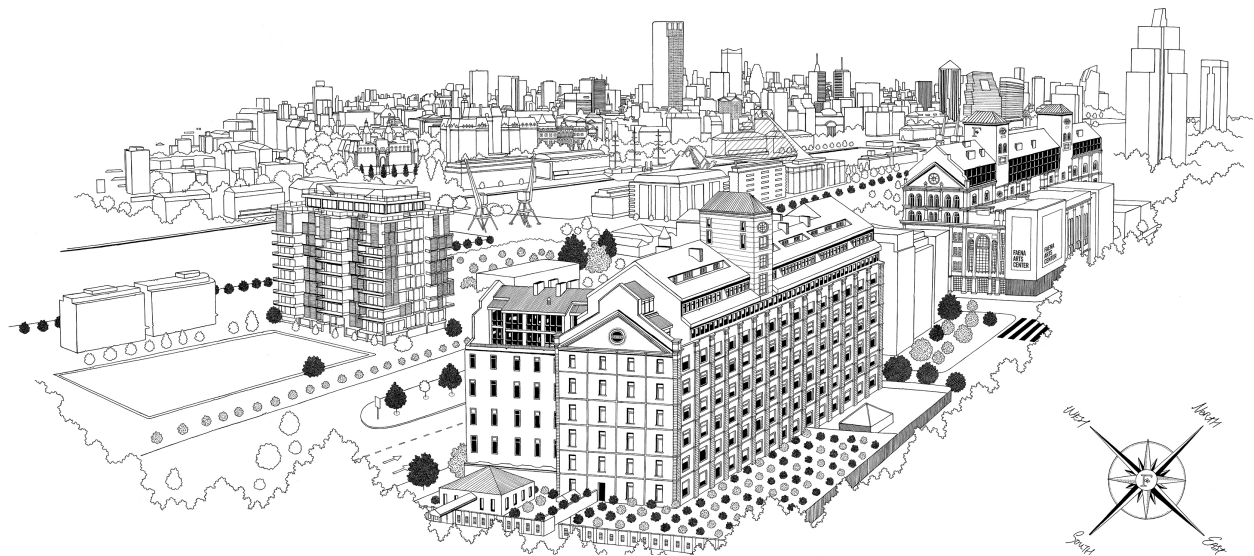
first explored the concept of the roller rink as an interactive installation in Central Park, New York City in 2004 as an homage to the community of roller dancers that have been a part of the city’s identity for years. Now, for Buenos Aires, avaf will create a participatory space for celebration, honoring the music, dance, art and film of the disco era. Likening their work to music, avaf has said, “it’s the medium that’s most

suitable for reaching the viewer and transmitting ideas. The way it does so is very corporeal and entices an immediate and shareable reaction.” While disco arguably began in New York City, disco’s physical manifestation in music, dance, and skating quickly

spread around the world bringing different cultures and communities together on the dance floor (and in the roller rink).

The exhibition space will be open until **10pm everyday** from **October 10-13**, giving all visitors the opportunity to participate in the adventurous roller-skating to an eclectic mix of non-stop music from both national and international DJs.

BUILDING A COMMUNITY



In 2004, the Faena Hotel Buenos Aires, designed by **Philippe Starck**, broke ground and redefined the experience of travel and inspired living by merging the elements of art, culture, entertainment, sustainable architecture, and cutting-edge technology. The hotel features some of the city's most vibrant hot spots, restaurants, lounges and entertainment venues, such as **El Mercado, El Bistro, The Library, El Cabaret**, and the **Faena Spa**. In addition to the Faena Hotel, four successful residential projects have followed, including the **Aleph Residences**, designed by **Foster + Partners**, **Faena Hotel + Residences**, **La Porteña**, **La Porteña II**, and the renovation of the early 20th century building, **Los Molinos**, which houses the **Faena Arts Center**.

In 2011, under the direction of Ximena Caminos, the **Faena Arts Center (FAC)** opened its monumental exhibition space, becoming one of the most cutting-edge contemporary art venues in Latin America thanks to the strong international scope and interdisciplinary focus of its exhibition program. Committed to commissioning large-scale, site-specific projects and offering financial support to artists through the Faena Prize, Argentina's biggest award for visual arts, the FAC's two major galleries and international exhibition standards allow for artists to experiment and realize unique and imaginative dream projects.

In 2015, Alan Faena, with long-time business partner Len Blavatnik, will introduce the first phase of Faena Miami Beach, the first location of the international expansion of the Faena Group. With the transformation of Puerto Madero, the Faena district in Buenos Aires has become an example of what an ideal city looks and feels like and Faena plans a similar cultural renaissance in Miami Beach. Engaging the greatest creative talents of our time and encompassing seven blocks on Collins Avenue, Faena Miami Beach includes: **Faena House**, the impressive and record-breaking luxury oceanfront residences designed by **Brandon Haw (Foster + Partners)** and the highly anticipated **Faena Hotel Miami Beach**, brought to life by the multi-award winning couple, **Baz Luhrmann** and **Catherine Martin**, followed by the unveiling of the **Faena Arts Center, Artists Residencies, Park, Marina and Bazaar** all designed by Pritzker Prize winning **Rem Koolhaas and OMA** and the **Faena Versailles** re-designed by **William Sofield**. The new district will be framed by the lush landscaping of **Raymond Jungles**.

In Buenos Aires and Miami Beach, Faena remains true to the mission of creating inspiring cultural communities with a trans-disciplinary vision that informs the curated combination of world-class hotels, residences, exhibition spaces, retail, restaurants and entertainment. Faena balances art, architecture, nature and technology—all elements coalescing to generate neighborhoods that redefine how we live.

ABOUT FAENA GROUP

Founded by Alan Faena, Faena Group is a pioneer in its field, a thriving business that specializes in the creation of one-of-a-kind holistic environments anchored in cultural experiences and socially responsible projects, that integrate residences and hotels with art and cultural spaces.

Faena Group is rooted in ideas and concepts that have the power to reshape and enhance our world. The projects it develops are platforms for personal expression and cultural interaction, destination landmarks that inspire original thinking. Since 2000, Alan Faena has partnered with Len Blavatnik, a business leader with global interests in natural resources, media, entertainment, telecommunications, and real estate; together they have transformed an abandoned stretch of property, the docklands of Puerto Madero, into one of the most valuable pieces of real estate in Buenos Aires.

The Faena Group's success in Argentina has consolidated the company's expertise in urban development. In 2015, Miami Beach will see the launch of the first phase of the Faena Group's global expansion.

ABOUT ASSUME VIVID ASTRO FOCUS

assume vivid astro focus was founded by Eli Sudbrack (b. Rio de Janeiro, Brazil, 1968) in 2001. Sudbrack began working with Christophe Hamaide Pierson (b. Paris, 1973) in 2005 as a duo that often morphs into a collective, depending on the different projects they are involved in. avaf works in a vast array of media, including painting, drawing,

installations, video, sculpture, neons, wallpaper, decals, and often confronts gender, politics, and embedded cultural codes through pop imagery and neon colors.

avaf's work has been part of the 28th Sao Paulo Biennial (2008), the first Athens Biennial curated by Xenia Kalpaktsoglou, Poka-Yio and Augustine Zenakos (2007), and the Whitney Biennial at the Whitney Museum of American Art (2004). Their work has been exhibited in numerous solo exhibitions at international institutions, including The Suzanne Geiss Company, New York (2014); Casa Triangulo, Brazil, (2013); Centro Contemporaneo La Conservera, Murcia (2010); The National Museum of Art, Architecture and Design, Oslo, Norway (2009); Tate Liverpool, Liverpool, UK (2005); and in group exhibitions at The New Museum, New York (2010); MCA, Chicago (2007-2008); MOCA, Los Angeles (2005-2006); and more. Selected permanent collections include: Rosa and Carlos de la Cruz (Miami), Goetz Collection (Munich), DESTE Foundation for Contemporary Art (Athens), Museum of Modern Art (MoMA) (New York), and Museum of Modern Art (MAM), (São Paulo). www.assumevidastrofocus.com