

Absolut Art Bureau at Art Basel Miami Beach

Güiro: an art bar installation by Los Carpinteros

5–8 December 2012

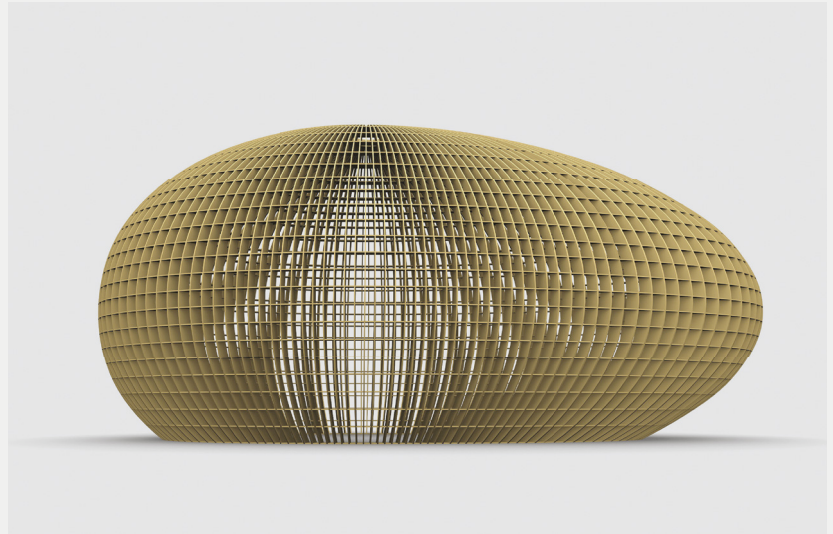
Press Release
November 2012

Absolut Art Bureau, the unit responsible for Absolut's art initiatives, is delighted to continue its ongoing collaboration with Art Basel as an Associate Sponsor of Art Basel Miami Beach, the most prestigious art show in the Americas, and announce the launch of a new site-specific art bar installation by artist duo Los Carpinteros for South Beach's vibrant Oceanfront.

ABSOLUT ART BUREAU AND ART BASEL CONVERSATIONS

For the 11th edition of Art Basel Miami Beach (6 – 9 December 2012), Absolut Art Bureau will continue Absolut's nearly 30-year commitment to the arts as a first-year **Associate Sponsor of Art Basel**. Holding discourse and the sharing of ideas as central to its mission, Absolut Art Bureau is the **Presenting Partner of Art Basel Conversations** as one of its many involvements in Miami during Art Basel's prestigious show. Art Basel Conversations is a lively forum with programming ranging from artists sharing insight into their creative practices, to global art world opinion leaders including museum directors, curators, collectors, gallery directors and critics gathering to discuss some of today's most important issues in the global art market and wider art community. In addition to championing a physical platform for debate during Art Basel Miami Beach, Absolut Art Bureau will make these world-class discussions accessible through an enhanced digital platform. High quality videos of Art Basel Conversations will be available for viewing at www.absolutartbureau.com and www.artbasel.com

"Absolut Art Bureau is a great partner for Art Basel. Their support for Art Basel Conversations helps us share artworld ideas to a wider global audience. And we're really looking forward to seeing their Güiro by Los Carpinteros on the Oceanfront." **Marc Spiegler, Director, Art Basel**



GÜIRO: AN ART BAR INSTALLATION BY LOS CARPINTEROS

Continuing the conversation outdoors, Absolut Art Bureau will present **Güiro**. Following the success of Jeremy Shaw's bar The Kirlian at Art Basel in Basel last June, Absolut Art Bureau will collaborate this year with the Cuban-born, Madrid-based Marco Castillo and Dagoberto Rodriguez, the artist collective known as **Los Carpinteros**, to present an art bar installation conceived as *Gesamtkunstwerk*. Güiro will be located on the Oceanfront, home to art-related activities programmed by Art Basel for the past 10 years, and flanked by Art Basel Miami Beach's Art Public featuring outdoor works and performances in Collins Park.

Los Carpinteros's large-scale construction draws on the concept of an open-air art bar inspired by the güiro, the ubiquitous Cuban percussion instrument made from a dried hard-shell, tropical fruit, invented by the pre-Colombian *Taíno* inhabitants of Cuba. It is also the word used in Cuban slang to connote a party. Oval in shape, the slatted structure will be lit from within to emphasize its gridded design. Its rectangular openings will function as seating for visitors, while the center will be occupied by a round bar complete with Absolut cocktails. The shelves will store a selection of books, bottles, and random objects selected by the artists. Güiro will be accompanied by a curated program of live music, performances and activities for an immersive experience of all senses. Distinguished Mallorcan composer **Joan Valent** has conceived a special program of music

Rendering of Güiro (2012),
an art bar installation by Los
Carpinteros in collaboration
with Absolut Art Bureau ©
Los Carpinteros/Courtesy
Sean Kelly Gallery

highlighting the sounds of the güiro instrument to give visitors a sense of the inspiration behind the visual artists' creation on all fronts.

In addition to its utilitarian function and musical references, Güiro expands on a body of recent work by Los Carpinteros which fashion civic spaces from the architectural language of panopticon prisons. The distinct circular configuration of the panopticon prison was developed in the 18th century by the English philosopher Jeremy Bentham and allowed a centrally placed guard to watch numerous prisoners placed along the perimeter. The most recent example of this series by Los Carpinteros was *Sala de Lectura Ovalada* (2011) – a ten-foot high reading room devoid of books – on view at Sean Kelly Gallery in New York in the spring of 2011.

"We're delighted to work with Art Basel to reach new audiences and create opportunities to exchange ideas about art. We're no less excited to continue our series of art bars, working this time with Los Carpinteros. The artists have produced some of the most memorable and critically acclaimed work to emerge from Cuba recently. Güiro on the Oceanfront will be a magnet for conviviality during the show, where people can come together to relax and share their art experiences – in an environment that is itself a work of art." Vadim Grigorian, Global Project Leader, Absolut Art Bureau

NOTES TO EDITORS

Güiro

Güiro will be open daily from 5pm until midnight and will serve bespoke cocktails by Absolut throughout the duration of Art Basel Miami Beach. Located on the Miami Beach Oceanfront, between 20-21 Streets, opposite the Bass Museum of Art and within 10 minutes of the Miami Beach Convention Center, visitors will be able to enter the bar from the beach walk that runs from South to North Beach, and from the westward Collins Parking lot. Entry is free, however, occasional restrictions on access will apply during private VIP events. All Art Basel Miami Beach visitors holding First Choice Cards, Absolut VIP cards and VIP cards to Güiro will have access to the bar at all times. Guests 21 years and older are welcome. The Güiro curated program will be available at www.absolutartbureau.com.

Los Carpinteros

The Havana-based collective Los Carpinteros (The Carpenters) has created some of the most important work to emerge from Cuba in the past decade. Formed in 1991, Los Carpinteros (consisting of Marco Castillo, Dagoberto Rodríguez, and, until his departure in June 2003, Alexandre Arrechea) adopted their name in 1994, deciding to renounce the notion of individual authorship and refer back to an older guild tradition of artisans and skilled laborers. Interested in the intersection between art and society, the group merges architecture, design, and sculpture in unexpected and often humorous ways. They create installations and drawings that negotiate the space between the functional and the non-functional. The group's elegant and mordantly humorous sculptures, drawings, and installations draw their inspiration from the physical world—particularly that of furniture. Their carefully crafted works use humor to exploit a visual syntax that sets up contradictions among object and function as well as practicality and uselessness.

Los Carpinteros' works are part of the permanent collections of the Solomon R. Guggenheim Museum, New York; The Museum of Modern Art, New York; The Los Angeles County Museum of Art; The Museum of Contemporary Art, Los Angeles and The Tate Modern, London, among others. *Free Basket*, a site-specific work commissioned by the Indianapolis Museum of Art in 2010, is permanently installed in the *100 Acres Park* on the museum's grounds. They are the subject of a major monograph, *Los Carpinteros: Handwork Constructing the World*, published by Thyssen-Bornemisza Art Contemporary and Walther König in 2011.

Absolut Art Bureau

Absolut Art Bureau is responsible for The Absolut Company's international art initiatives. The first spirit brand to forge genuinely close ties with art and artists, Absolut has been active in the art world since 1985, when it invited Andy Warhol to create the first in a series of iconic advertisements inspired by the Absolut bottle. Since then, Absolut has collaborated with more than 500 artists on over 800 commissioned projects. Today, Absolut supports acclaimed artists, art writers, and institutions in their efforts to present new works, stimulate ideas, bring people together, and broaden access to creativity. Through its diverse international sponsorships, Absolut Art Bureau encourages openness and experimentation in all visual media and across the full spectrum of contemporary art practice. Most recently, Absolut Art Bureau was

Patron of dOCUMENTA (13) and supported *The Maybe Center for Conviviality; Artists' Cocktails Here* at the *Absolut Maybe Bar* conceived by Ryan Gander and Mario García Torres; as well as *On Conviviality: a Seminar on Living Together*.

The Bureau continues its long-term partnership with Art Basel as Associate Sponsor and Presenting Partner of Art Basel Conversations, a partnership which was launched at Art 43 Basel, and saw the presentation of artist Jeremy Shaw's bar, *The Kirlian*. In June 2012, Absolut announced a new format for the Absolut Art Award, which will now provide recognition and project funding not only for artists but also for art writers. The selection panel will be led by Jury President, Carolyn Christov-Bakargiev, Artistic Director of dOCUMENTA (13). The winners will be announced in September 2013, in Stockholm. Absolut Art Bureau is a unit of The Absolut Company.

Please visit www.absolutartbureau.com for additional information.

The full Art Basel Conversations program will be available on www.artbasel.com/conversations

Art Basel

Art Basel stages the world's premier art shows for modern and contemporary works, sited in Basel, Hong Kong, and Miami Beach. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. In addition to ambitious stands featuring leading galleries from around the globe, each show's singular exhibition sectors spotlight the latest developments in the visual arts, offering visitors new ideas, new inspiration, and new contacts in the art world.

For additional press information and images for the Absolut Art Bureau and its collaborations during Art Basel Miami Beach, please contact:

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