

# FAENA

MIAMI BEACH

## FAENA MIAMI BEACH INAUGURATES THE FAENA COLLABORATORY, THE FIRST ELEMENT OF A VISIONARY NEW COMMUNITY

**Creative think-tank features public art installations by renowned Argentinian artist Juan Gatti, emerging talent Manuel Amezttoy, and Antwerp-based design group Studio Job**

Miami, December 4th, 2013 — Faena Group partners, Alan Faena and Len Blavatnik, announce the opening of the Faena Collaboratory, a creative think-tank featuring large-scale public art and design installations by Argentinian artists Juan Gatti and Manuel Amezttoy and custom-designed gates by Antwerp-based design group, Studio Job.

The Collaboratory is the first element of a visionary new community, Faena Miami Beach, which includes Faena House, luxury oceanfront residences designed by award-winning architects Foster + Partners; the highly anticipated Faena Saxony Hotel; Faena Arts Center by Pritzker Prize winning architect Rem Koolhaas and OMA; Faena Bazaar and Artists-in-Residence Center by Rem Koolhaas and OMA; and much more. The Collaboratory will also serve as a creative environment for interdisciplinary exchange and creative collaboration during the formation of Faena Miami Beach, while under construction.

Public art and design installations by three renowned artists and designers will be unveiled at the Faena Collaboratory to coincide with Art Basel in Miami Beach and Design Miami.

### JUAN GATTI

A large-scale mural by Argentine artist Juan Gatti, will envelop the Collaboratory, wrapping the entire building with a romantic vision inspired by the great discoverers who ventured to unknown lands, encountering cultural richness and unimagined treasures, including allegorical imagery which illustrates the vision and philosophy of Faena. The 232 square meter mural features three powerful pieces—"The Conquer of Paradise," "Genesis," and "Virtue"—and can be seen from Collins Avenue.

### MANUEL AMEZTOY

Argentinian artist, Manuel Amezttoy has created a massive site-specific installation, which will be on display during Art Basel Miami Beach, from December 4-8, 2013. The large-scale (4 x 9 x 13 meters) installation, entitled "A dome for you" (2013) is made entirely of hand-cut paper, non-woven fabrics and vinyl cutouts, transforming the grounds of the Faena Collaboratory into a mythical landscape.

### STUDIO JOB

The Antwerp-based design collective Studio Job have designed four gates to physically frame the foundations of Faena Miami Beach. Constructed from steel and weaved chain link, and strategically placed along Collins Avenue at 32nd Street, the Studio Job gates feature a composition of symbolic imagery denoting imagination, life, passion, unity, and transformation that are at the core of the Faena Brand and were reinterpreted by the designers. Faena

has also commissioned two new sculptural installations by Studio Job for Faena Miami Beach. The Collaboratory features hand-painted and gilded 3-D models of the forthcoming installations. The Tree of Life, is an ancient mythological and philosophical symbol alluding to the interconnectivity between the earth and the universe. The Fountain of Eternal Youth, is a mythic legend that led the Spanish Conquistador Juan Ponce de León to Florida in search of its healing waters. Both sculptures, rich in symbolism and designed to capture the essence of the Faena vision, were commissioned for crowning the Faena Gardens.

**Alan Faena envisions the Collaboratory as, “a laboratory of true collaboration consisting of a group of individuals of genius who interact, play with concepts, and transform our projects into the most imaginative reality.”**

The space celebrates the holistic vision of Faena Miami Beach and conveys the collective creative powers of the talented teams involved in the project. “This installation is a perfect balance between art, architecture, nature and technology, and has been conceived to enhance people’s lives. The interconnection between humanity and nature embodies our holistic southern vision,” elaborates Alan Faena.

Located at Collins and 32nd St in Miami Beach, the Faena Collaboratory is free and open to the public, by appointment only, through December 2014. The installations by Juan Gatti and Studio Jobs will remain on view through the duration of the Collaboratory, but Amezttoy’s site-specific work will only be on view during Art Basel Miami Beach, December 4-8, 2013.

## **ABOUT JUAN GATTI**

Born in 1950 in Buenos Aires, Juan Gatti has had an incredibly diverse career as an artist, photographer, graphic designer, and art director. He’s collaborated with incredible designers, such as Sybilla, Martine Sitbon, Chloe, Karl Lagerfeld, Jesus del Pozo, Loewe, Zara and Elena Benarroch, as well as filmmakers Pedro Almodóvar and John Malkovich. Gatti’s lent his creative direction to Italian Vogue, French Glamour, Visionnaire, Vanity Fair, Vogue, Elle and GQ. In 2013, the Museo de Artes Plásticas Eduardo Sívori, in Buenos Aires organized a large-scale retrospective of Juan Gatti’s work. In addition, Gatti’s work has been exhibited at the Sala Canal de Isabel II in Madrid. Gatti lives and works in Madrid.

## **ABOUT MANUEL AMEZTOY**

Born in 1973 in La Plata, Manuel Amezttoy is a renowned Argentinian artist, whose signature style includes non-textile paper cutouts. Amezttoy has become a fundamental figure on the Buenos Aires contemporary art scene with solo exhibitions at Galería Cecilia Caballero y Chez Vautier (2011, Fundación PROA (2011), Galería Braga Menéndez Arte Contemporáneo (2005 and 2006), and Fundación Telefónica (2004). In 2004, he was awarded a mention at the LVIII Salón Nacional de Rosario Museo Castagnino.. His work is included in the collection of the Museum of Latin American Art in Los Angeles and MACRO (Museo de Arte Contemporáneo de Rosario), among others, as well as major private collections in Argentina, Brazil, the United States and Europe. He lives and works in Buenos Aires and Entre Ríos.

## **ABOUT STUDIO JOB**

Studio Job was founded in 2000 by Mr. & Mrs. Smeets, both graduates of the Design Academy Eindhoven. Their collaboration has created highly expressive, mainly one-off or limited edition works, redefining the decorative arts for the contemporary age. Studio Job’s work is widely exhibited in New York, Tokyo, Los Angeles, Paris, London, Milan, Geneva, Miami and Basel and their designs are in collection of more than 40 museums worldwide. Studio Job is based in Antwerp and the Netherlands.

## **ABOUT FAENA GROUP**



**The Conquer Of Paradise** by Juan Gatti

## ABOUT FAENA GROUP

Founded by Alan Faena, Faena Group is a thriving, pioneering business specializing in the creation of one-of-a-kind holistic environments anchored in cultural experiences and socially responsible projects, and ranging from residences and hotels to art and cultural spaces.

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 first phase of Faena Miami Beach scheduled for completion in December 2014 is Faena House, 47 oceanfront residences designed by Foster + Partners, currently for sale. Also slated to open in 2015 is the Faena Saxony Hotel, the Faena Arts Center + Artists Residences, Park, Marina and Bazaar all designed by Pritzker Prize Winning Rem Koolhaas/OMA.

Faena Miami Beach will feature over one million of gross square footage with the recent acquisition of the Versailles Hotel.

## MEDIA CONTACTS

**FITZ & CO:** Rebecca Taylor / Anna Rosa Thomae

**Tel:** 212-627-1455 x 258 / x 256

**E:** rebecca.taylor@fitzandco.com / annarosa@fitzandco.com