



Faena District Miami Beach

Chapter 1

- Miami is a city that has experienced the transformative power of the arts. With this conviction in mind, Alan Faena and Len Blavatnik debuted Faena Hotel Miami Beach in December 2015, marking the first phase of openings in the Faena District Miami Beach. A new neighborhood rooted in the arts, Faena District will help catalyze a cultural renaissance in Miami and further enhance its reputation as a vital link between North and South.
- Located in the heart of Miami Beach, Faena District stretches north from 32nd Street to 36th Street, between the Atlantic Ocean and Indian Creek. Every single one of its elements defies convention while promoting cultural inclusiveness that will benefit the entire community.
- Faena District is the result of a collaboration between some of the most talented and creative minds who continue to challenge existing concepts of culture, entertainment and community. By integrating art, architecture, nature and technology, Faena District will change the physical and cultural landscape of Miami Beach forever.
- Faena Hotel Miami Beach is both invention and reinvention: Alan Faena has reimagined the historic Saxony Hotel, originally built in 1947 by George Sax and designed by Roy F. France. Once known as the “Queen of Collins Avenue,” the hotel reigned in the 50’s and 60’s as the lodestar of glamour, where Hollywood icons Frank Sinatra, Marilyn Monroe and Dean Martin performed and dazzled the crowds.
- Alan Faena envisioned every one of the 169 rooms and suites and 13 penthouse residences spanning the top two floors of the property. To make his vision come to life, he enlisted film director/producer Baz Luhrmann and Academy Award winning costume designer Catherine Martin to develop the narrative for what would become the essence of Faena Hotel Miami Beach. Together they created an artful visual language that recalls the glamour of the 1950s: stunning Art Deco appeal, old-world grandeur, hardwood floors, sumptuous Faena Red velvet and cool blue tiled bathrooms.

- The Residences at Faena Hotel Miami Beach are twelve exceptional new beachfront residences spanning the top two floors of Faena Hotel. Designed by film director/producer Baz Luhrmann and Academy Award winning costume designer Catherine Martin, the residences are an integral part of the overall vision of Faena District Miami Beach, a revolutionary and remarkable holistic environment anchored in cultural experiences.
- As part of our commitment to transform the ordinary to the extraordinary, Faena Hotel Miami Beach features remarkable works by artists Damien Hirst, Jeff Koons, Alberto Garutti, Gonzalo Fuenmayor, Manuel Ameztoy and Juan Gatti.
- Faena House, designed by Foster + Partners, is an 18-story luxury condominium situated on the widest stretch of white sand. It is an emblematic addition to the Miami Beach skyline, featuring architectural advances that allow a true indoor/outdoor experience, such as signature aleros and expansive glass walls that open to panoramic views.

Chapter 2

- Len Blavatnik and Alan Faena are now celebrating the completion of Faena District with the debut Faena Forum, Bazaar and Park. Alan Faena worked in collaboration with OMA, the firm founded by Rem Koolhaas to design the three exceptional structures that compose the west side of Faena District and achieve the holistic Faena experience. The opening of Forum, Bazaar and Park represents the culmination of Alan Faena's vision to create a new neighborhood rooted in art and culture and to propel a cultural renaissance that will change Miami Beach forever.
- Faena Forum is a pioneering new public venue dedicated to presenting and showcasing the ambitious, the innovative and the groundbreaking in fields ranging from art and entertainment to business and beyond. Faena Forum, evocative of the ancient civic and architectural concept of a forum, aims to offer Miami a dynamic setting, allowing for ongoing programming under the direction of Faena Art, as well as use by private companies, institutions and individuals.
- Alan Faena worked closely with OMA, the firm founded by Rem Koolhaas and Sho Shigematsu, partner at OMA and Director of the New York office, who served as the lead architect for the three buildings, to ensure the 42,565 square-foot Forum is designed for ultimate flexibility. The spaces can accommodate a variety of events from a temporary culinary pop up to an acoustically optimal concert, from visual art exhibitions to innovative cross-disciplinary commissions. Two volumes, a cylinder and a cube that are similar in size, can be combined or subdivided to support any type of production, from projects and commissions to performances, exhibitions and events. The building has two main levels. The lobby amphitheater features pink marble floors and technical capabilities for surround projections. The upper floor assembly hall features a 40-foot-high dome with a central glazed oculus and a floor-to-ceiling window overlooking Indian Creek. A walkway that spirals up the interior

wall of the Forum from street level to the top of the dome which provides visitors with a range of perspectives on the space.

- Faena Forum is being inaugurated with Faena Art programming including a District-wide processional performance directed by Claire Tancons, featuring special commissions and collaborations with local and international institutions and community groups and a world premiere cross disciplinary performance by choreographer Pam Tanowitz in collaboration with Sho Shigematsu of OMA.
- The Forum will also be populated with private events, conferences, fashion shows and design exhibitions throughout the year.
- Faena Bazaar is a groundbreaking retail experience unlike any other. Alan Faena has curated a unique mix of brands and experiences, collaborating with fashion consultants Kelly Framel & Zach Lynd who will work together to incubate and support the development of emerging talent, while showcasing a range of internationally coveted labels. Faena Bazaar complements the District's unprecedented and remarkable offerings that are a result of the collaboration between some of the most talented and creative minds who challenge existing concepts of culture, entertainment and community.
- Faena Park is an exceptional architectural structure and state-of-the-art parking area for visitors and guests of Faena District and one of the city's most exceptional spaces to park their cars. The 28,000 square foot structure features a mechanical system for maximum efficiency. Elevators transporting vehicles between levels are located on 35th Street, while the façade of Faena Park features angled perforations made of precast concrete allowing for airflow throughout and controlled views. The façade references tropical, modern architecture often found in South America while being designed functionally to minimize heat. Faena Park will be operated by valet and will have capacity for 235 cars.
- Throughout the year, the international nonprofit Faena Art led by Ximena Caminos, Artistic Director and Chair, will present a vibrant cultural program of projects and site-specific commissions that defy traditional categorizations, and transcend cultural, geographic and philosophical borders at the Forum and other locations.

FOR PRESS INQUIRIES

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FAENA ART FACT SHEET

Faena Art is a 501(c)(3) nonprofit organization that houses and produces post-disciplinary and time-based experiences. A catalyst for innovative, site-specific, and immersive creative practices, Faena Art is a transformative bridge across the Americas, between the south and the north, the popular and the experimental. Faena Art fosters new models for performative social interaction that transcend the traditional boundaries of art, science, philosophy, and social practice. Ximena Caminos is the Artistic Director and Chair of Faena Art.

Faena Circle

In order to ensure a focus on international and transdisciplinary collaborations, we convened the Faena Circle, an international advisory committee of arts professionals with diverse backgrounds who advise on the programming, vision, and direction for this new cultural epicenter in the heart of the Faena District Miami Beach. The Faena Circle includes Carlos Basualdo (Keith L. & Katherine Sachs Senior Curator of Contemporary Art, Philadelphia Museum of Art), Caroline Bourgeois (Curator, Pinault Collection), Gonzalo Casals (VP of Programs and Community Engagement, Friends of the High Line), and Alan Faena (Founder and President, Faena).

Faena Art Programming

Throughout the year, Faena Art will present a vibrant cultural program of projects that defy traditional categorizations, and transcend cultural, geographic and philosophical borders at Faena Forum, Faena Art Center Buenos Aires and other locations. Faena Art places a particular focus on time-based experiments, with the goal of creating new contexts for social interaction, where time itself is on display, spiritual turbulence is generated, and place is constantly redefined by movement. Programming categories are outlined below.

- **Co-Commissions and Site-Specific Installations**

Faena Art commissions local and international artists and collectives across disciplines. Commissions will now travel regularly between Miami and Buenos Aires to establish and deepen dialogues across the Americas.

- **Experimental Communities and Artistic Collaboratories**

Organized in partnership with Gonzalo Casals, Vice President of Programs and Community Engagement at Friends of the High Line, the Artistic Collaboratories program will advance the Forum and the District's roles as a gathering place for artists worldwide, as well as a platform for neighbors and South Floridians at large to generate and engage in new interactive experiences. As experiments in art and community building, the Artistic Collaboratories will encompass a wide range of activations. The series kicked-off during Art Basel Miami Beach 2015, with the presentation of the neo-disco roller rink by assume vivid astro focus, that was activated by international and local DJs.

- Soledades**

Organized in collaboration with Argentine philosopher Florencio Noceti, *Soledades* is a series of solo performances by practitioners of music, philosophy, poetry and science. Participants for the first season of *Soledades* include Russian pianist and post-minimalist composer Anton Batagov; Argentine physicist Gabriel Catren; Russian-British violinist and conductor Alina Ibragimova; and Iranian philosopher and writer Reza Negrastani. Earlier this year, as a preview to the *Soledades* series Hungarian cellist István Várdai presented a solo performance of Johann Sebastian Bach's Cello Suites / Symphony for Solo Cello.
- Debates at Forum**

Organized in collaboration with Pierpaolo Barbieri, Executive Director of Greenmantle, *Debates at Forum* will feature a series of public debates that highlight the most controversial and pressing issues of the day, ranging from culture to politics to religion. Calling upon thinkers across different disciplines and geographies, *Debates at Forum* represents the embodiment of the Socratic ideal: the space for freedom of expression, conversation, and new consensus through dissent and debate. Each debate will be livecast over the web, with interactive voting at the end in the parliamentary tradition.
- Faena Prize for the Arts**

Roger Hiorns (b.1975, Birmingham, United Kingdom; lives and works in London) was recently named the winner of the 2016 Faena Prize for the Arts, a biennial international juried prize, which recognizes artistic experimentation, encourages post-disciplinary and temporal exploration, and promotes inquiry of the infinite links among art, technology and design. Hiorns will receive the \$75,000 USD prize, which includes \$25,000 USD for the artist and a budget of up to \$50,000 USD towards the production of '*Untitled' Values (working title)*, to be presented in 2017. This is the first prize awarded since Faena Art has expanded to Miami, furthering its mission of being a transformative bridge across the Americas, encouraging a dialogue beyond geopolitical divisions, and placing Latin-American cultures in a broader international context.

Special mention awards were given to Public Movement, an Israeli performative research collective and Mercedes Azpilicueta (b. 1981, Argentina; lives and works in Amsterdam, Netherlands), who each will receive a \$1,000 USD prize.

Cayetano Ferrer, the 2015 Faena Prize winner will present his prize-winning exhibition at the Faena Art Center Buenos Aires in February 2017. The exhibition will investigate industrial and decorative arts and the architectural connections between Los Angeles, Ferrer's home city, and Buenos Aires. The exhibition will be curated by Jesús Fuenmayor.
- Elevate**

Elevate is a rotating program for site-specific installations for emerging and mid-career Miami based artists, to create immersive environments inside the elevator of the Casa Claridge's Faena Miami Beach. The project aims to encourage new experiences for the public within this transitional and temporal space. Artists who have recently participated include Beatriz Monteavaro, Typoe, Consuelo Castañeda and Cristina Lei Rodriguez.

The Faena District Partnership

Mercedes-Benz USA (MBUSA) is the official automotive partner of the Faena District and a proud supporter of Faena Art.

Guided by a core design philosophy of sensual purity, Mercedes-Benz defines modern luxury with an expressive and distinctive design language that seamlessly merges emotion and intelligence. MBUSA recognizes that art is a powerful inspiration for good design, and is proud to be a part of the Faena District annual programming and support Faena Art's mission to celebrate artistic expression and experimentation that transcends the traditional boundaries of art, science, philosophy and social practice.

Celebrating the power of art, community, ritual and urban space, Faena Art's District-wide processional performance directed by Claire Tancons, was brought to life with the help of Mercedes-Benz vehicles. Renowned artist Miralda's *The Last Ingredients* incorporated six signature purple Mercedes-Benz G550 SUVs, each carrying one large sculpture representing an indigenous Miami ingredient, such as conch or alligator, to local chefs who prepared a special menu for the occasion. Later that afternoon, the fleet led the banquet up Collins Avenue concluding the processional performance and inviting all to enjoy the tastes of Miami's culinary traditions.

On the beach, where art, innovation, technology and design come together in *Time Capsule*, a geodesic dome with exterior wrap designed by Juan Gatti, the Mercedes-Benz Terrace, which will surround the structure, will provide visitors with extraordinary views of Gatti's surreal garden-like orb. Visitors to Faena Beach, will also have the opportunity to take a break inside the new Mercedes-Benz S63 Cabriolet with a dynamic 90 degree photo experience.

Faena Art Center Buenos Aires

The Faena Art Center, Faena Forum's sister venue in Buenos Aires, is a center for arts and artistic experimentation, created to present groundbreaking site-specific installations and offer both an international and innovative exhibition program to the city of Buenos Aires. Generating ideas and dialogue within the surrounding community, as well as across the Americas and with the international contemporary art world, the Faena Art Center is a space for cross-cultural investigation and creation that supports the newest, most cutting-edge, and boldest forms of creativity.

FOR PRESS INQUIRIES

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FAENA FORUM, FAENA BAZAAR AND PARK FACT SHEET

Faena District

Located on a majestic stretch of beach in the heart of Miami Beach, Faena District encompasses both sides of Collins Avenue from 32nd to 35th Streets, with direct waterfront views of the Atlantic Ocean and Indian Creek. Faena District will provide the city of Miami Beach with a neighborhood integrating dynamic cultural, residential, hotel, retail, culinary and public environments with a dynamic combination of art, culture, and design as their foundation. OMA has designed three buildings for Faena District—Faena Forum, Faena Bazaar and Park. These distinct structures are linked by a sequence of public areas including an entry plaza on Collins Avenue and an open courtyard within the Faena Bazaar.

Faena Forum

Size: 42,565 square feet with a performance hall of 6,700 square feet

Opening Date: November 28, 2016

Description: Faena Forum has been designed as a series of large flexible spaces that can accommodate a variety of events from a temporary culinary pop up to an acoustically optimal concert, from visual art exhibitions to innovative cross-disciplinary commissions. Two volumes, a classic cylinder and a black box cube that are similar in size, can be combined or subdivided to support any type of production, from projects and commissions to performances, exhibitions and events. An exterior plaza along Collins Avenue features a 46-foot cantilever and reflecting pool upon arrival. The cantilever is supported by a structural facade of concrete cast as a series of arches and catenary curves, overlaid with a hurricane grid. The structural façade of 350 distinct windows also allows for vast column free spaces on the building's two main levels. The lobby amphitheater features Rosa Portugal pink marble floors and technical capabilities for surround projections. The upper floor assembly hall features a 40-foot-high dome with a central glazed oculus and a floor-to-ceiling window overlooking Indian Creek that can also be used for loading large scale art. A walkway that spirals up the interior wall of the Forum from street level to the top of the dome provides visitors with a range of perspectives on the space and additional seating. Combined, the balcony spiral, dome and cube have the capacity to host over 1,000 visitors.

Faena Bazaar

Size: 20,074 square feet

Opening Date: March 2017

Description: Faena Bazaar is a renovation of the historic Atlantic Beach Hotel, built in 1939 and designed by prominent Miami Beach architect Roy France, whose work includes the Saxony and Versailles, both part of Faena District. In addition to preserving the building's original façade details and lobby entrance, OMA's design inserted an intimate central courtyard, unified by privacy screen and a penthouse terrace with views to the Atlantic Ocean. The Bazaar will provide curated ground floor retail and event space in upper levels.

Faena Park

Size: 28,283 square feet

Opening Date: November 28, 2016

Description: Faena Park is a state-of-the-art parking structure with a capacity for 81 cars, as well as retail and event spaces at the street and top level. The 28,000 square foot structure features a mechanical system with parking lifts that stacks cars 2 per space for maximum efficiency. An exposed glass shaftway on 35th street reveals the vehicular and passenger movement within the building's structure. The precast concrete façade features angled perforations allowing for ventilation and controlled views, subtly reflecting the color of cars parked within. The elevators descend to a subterranean level of parking that connects all three sites with a capacity for an additional 154 cars. Faena Park will be programmed with street level retail and an upper level retail area with views to the Atlantic Ocean.

CREDITS

OMA

Partners: Shohei Shigematsu, Jason Long

Associate-in-Charge: Jake Forster

Concept Design – Design Development

Project Architect: Clarisa Garcia Fresco, Paxton Sheldhal

Team: Clarisa Garcia Fresco, Lawrence Siu, Francesca Portesine, Ravi Kamisetti, Ted Lin, Jesung Park, Anupama Garla, Andy Westner, Daniel Queseda Lombo, Andrew Mack, Caroline Corbett, Denis Bondar, Ahmadreza Schricker, Darien Williams, Gabrielle Marcoux, Marcela Ferreira, Jenni Ni Zhan, Lisa Hollywood, Paul Tse, Sarah Carpenter, Carla Hani, Sean Billy Kizy, Simona Solarzano, Ivan Sergejev, Tamara Levy, Matthew Austin, Ben Halpern

Construction Documentation - Construction Administration

Project Architect: Clarisa Garcia Fresco, Paxton Sheldhal (BOS|UA),

Team: Yusef Ali Denis, Slava Savova, Cass Nakashima, Ariel Poliner, Jackie Woon Bae, Matthew Haseltine, Salome Nikuradze, Simon McKenzie

–

Project Management: Gardiner & Theobald, Inc., Claro Development Solutions

Architect of Record: Revuelta Architecture International, PA

Landscape Architect: Raymond Jungles, Inc.

Civil Engineer: Kimley-Horn and Associates, Inc.

Structural Engineer: DeSimone Consulting Engineers

MEP & Fire Engineer: Hufsey Nicolaidis Garcia Suarez Consulting Engineers

Lighting: Tillotson Design Associates

Elevator: Persohn Hahn Associates

Acoustic: Electro-Media Design, Ltd., Stages Consultants, LLC

Exterior Building Envelope: IBA Consultants, Inc.

Parking: Tim Haahs Engineers

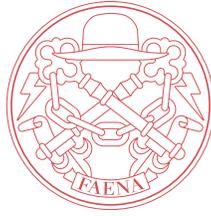
Theatre Consultant: Stages Consultants, LLC

Food Service Consultant: Clevenger Frable and Lavallee, Inc.

Architectural Concrete Consultant: Reginald Hough Associates

Life Safety: SLS Consulting, Inc.

Security: Security Industry Specialist, Inc.



ARCHITECT'S STATEMENT

Sho Shigematsu, Lead Designer

As the cultural core of the Faena District, the Forum provides a focal point to the neighborhood and to the mid-Beach zone at large. The ensemble of three buildings – the Faena Forum, Faena Bazaar and Parking—enrich Faena’s hotel and residential components along Collins Avenue, providing a dynamic symmetry between the district’s cultural and commercial programming across Miami Beach’s main thoroughfare.

The existing site presented three distinct conditions for the three distinct programs– a large, wedge shaped site for the Forum, a protected historic art deco hotel for the Bazaar and an empty lot allocated for parking. Although the Faena District enjoys a unique location spanning two waterfronts, the cultural components were positioned on the quieter, residential zone along Indian Creek rather than the activated Atlantic beachfront.

The Forum claims the heart of the complex by addressing this urban context with two volumes that generate distinct frontages toward Indian Creek Drive and Collins Avenue. Embedded within the residential zone west of Collins, the Forum’s cube and cylinder achieve the same intimate scale as the Bazaar and Park. The Forum’s circular plan enables the public domain to expand, activating pedestrian movement within the district. A 45-foot cantilever allows the landscaped plaza to slip under the Forum along Collins, providing a dramatic sense of arrival

The combination of the Forum’s classical dome space with a black box theater in the main assembly space provide the ultimate flexibility for the diverse programming of Faena’s multifaceted ambitions. Combined, the full layout has the capacity for large scale events. Independently, the spaces can be divided to host distinct events, with dedicated acoustics and arrival. The Forum represents endless possibilities to host a range of events - from concerts to conventions; roundtable discussion to banquets; intimate exhibitions to art fairs- all within a single evening. Liberated from obligations to operate as a strictly institutional or a strictly commercial entity, the Forum presents a new typology for interaction, leveraging the ambiguous advantage of Faena’s redefinition of culture.



FAENA ART SITE SPECIFIC COMMISSIONS AND LOANS THROUGHOUT FAENA DISTRICT MIAMI BEACH

Faena District features the following works of art curated by Faena Art:

Revered Argentine artist **Juan Gatti** was commissioned to create *The Way to Futopia*, eight large-scale site-specific murals for the grand Cathedral entrance of the Faena Hotel Miami Beach. Each piece is ripe and lush with tropically seductive imagery that defines and enhances the Faena mythology. These epic murals reference classical themes of love, war, knowledge, passion and nature.

Storms by **Alberto Garutti** consists of two site-specific chandeliers inside the Living Room and Veranda of the Faena Hotel Miami Beach. These two grand chandeliers flicker every time lightning strikes the Pampas in Argentina. By processing lightning data from a selected 1,000 meter by 1,000 meter circular region of Argentina, the work is a geo-conceptual transformation that breaks down temporal and geographic boundaries, transporting the public to the stormy skies of the Pampas.

In **Damien Hirst's** *Golden Myth*, on loan and installed inside Pao by Paul Qui restaurant at Faena Hotel Miami Beach, the artist dissects the boundaries between legend and reality presenting us with a monument to the mythic. The fabled unicorn is given grandiose status in gold and painted bronze and immortalized as a sacred figure. The gold allows the unicorn to take on almost religious proportions and represents a symbolic victory of myth over reality and the immortalization of legend. Drawing upon the Greek Pegasus myth, this astonishing artwork acts as a celebration of life and a tribute to the power of our imaginations.

Also **Hirst's** *Gone But Not Forgotten*, a 24 carat gilded skeleton of a woolly mammoth in a monolithic steel and glass vitrine is installed in the gardens of the Faena Hotel Miami Beach. The three-meter tall skeleton is a *Mammuthus Primigenius*, which became extinct over 10,000 years ago and was one of the last mammoth species to have existed. The mammoth is one of the artist's most significant additions to his *Natural History* series. Here, Hirst extends the conceptual reach of the series to consider questions not only of life and death, but also myth and legend, remembrance and glory, evolutionary history and scientific reality.

Mid-career Argentine artist **Amaya Bouquet** was commissioned to create an experiential artwork, *Secret Garden*, for the intimate bar El Secreto in the Faena Hotel Miami Beach. Through a looking glass, visitors enter a gold, black and mirrored space of carved flora and natural elements. The fruits of this golden imaginary universe cradle visitors in a magical realm.

Emerging Miami-based artist **Gonzalo Fuenmayor** was commissioned to create a rare, special edition series of photographs and prints installed in each of the guest rooms of the Faena Hotel Miami Beach. This special Faena edition explores themes of elegance and tropicalia in the artist's signature black or red charcoal drawings as well as his magical photographs taken in the plantain fields of Colombia.

Sinisa Kukec's *Gravity Well* series investigates the power of gravity as a human ideology. Located in the Suites of the Faena Hotel Miami Beach, the pentagon shape of the mirrored works anchor one's movement through the space while its golden reflection expands the perception of it. The balance and perfection of the geometrical shape is distorted by the sinking, melting circular form in the center of the mirror – an aesthetically pleasing play that intimates that all order eventually descends into chaos or perhaps that all chaos will in fact be contained by a greater order.

The Antwerp-based design collective **Studio Job** created *Faena Tree of Life*, installed in front of Faena Forum. It explores man's search for spiritual and physical renewal. Over the past four years, Studio Job has collaborated with Faena to create a unique symbology that appears on pavement, fences, wallpaper, sculptures, printed material, and banners throughout Faena District Miami Beach. Their commissions also include four gates around the District perimeter, which are constructed from steel and woven chain link, and feature symbols of imagination, life, passion, and transformation—ideas central to the Faena mission.

Transchromie Faena by **Carlos Cruz-Diez** is a 29-foot high site-specific installation for the three-story Faena House residence lobby. As one of the most revered figures in kinetic and op art, Cruz-Diez has been investigating color, geometry and movement since the 1950s. *Transchromie Faena* plays upon the appearance and disappearance of color as the viewer shifts their perspective and moves through space allowing for light and movement to take on form.

Monumental in size, highly reflective and brightly colored, **Jeff Koons**, *Coloring Book*, is a quintessential element of Koons' *Celebration Series* and is on loan in the Faena District. This series, which includes some of his most highly valued and iconic artworks, evolved from Koons' desire to recreate the ecstatic experiences of a child's enjoyment of the world through universal signifiers. *Coloring Book* is installed in front of Faena House providing views of the artwork to passersby on Collins Avenue.

The Faena District Partnership

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Faena Bazaar

November 26 – December 4, 2016

Alan Faena invites you to discover the first iteration of Faena Bazaar — a groundbreaking retail experience unlike any other, designed by OMA, the firm founded by Rem Koolhaas. Curated in collaboration with Kelly Framel and Zachary Lynd and based on the promise of discovery, Faena Bazaar is rooted in cultural integrations and presents a new retail paradigm: a modern souk, and a stage for the world's most remarkable brands to present a high-concept, experiential version of themselves.

Picture the great night markets of Southeast Asia, the bustling souks of Marrakech, and the opulent treasures of the Grand Bazaar in Istanbul — then put those in a blender with the creative energy of the art fair tents, throwing in a generous splash of irreverent youth culture and you have **Faena Bazaar** during Miami Art Week. Open to the public beginning **November 27 through December 4**, Faena Bazaar is the future of fashion: ephemeral, guerrilla retail that's custom-designed with a digitally interconnected consumer in mind.

The nine-day event over Miami Art Week takes place on the ground floor of the OMA-designed emporium located at 34th Street and Collins Avenue, and will feature site-specific installations by artists Pedro Friedeberg, Mickalene Thomas, Yoon Lee and Typoe, plus pop-up shops from Henrik Vibskov, Maiyet x Lily Kwong, Sybilla, Anndra Neen, Carolina K, Marane, Edie Parker, Figue, Dezso by Sara Beltran, L'Object and Maison de Mode (featuring Faena Bazaar-exclusive products by Viktor + Rolf, Edun, Tina Craig x Nouvel Heritage, Cover Swim x Donald Robertson, Bea Valdes, Brother Vellies, and many more).

On Faena Bazaar's 2nd floor, a new world awaits you from Samsung in partnership with Punchdrunk International. Open from November 29 – December 2 for a limited guest list, Samsung invites you to believe your eyes in an immersive VR experience that takes you to new and strange lands.

Throughout the week, Faena Bazaar will host a daily schedule of live music and events, including talks from Faena Art Artistic Director and Chair Ximena Caminos, architect Sho Shigematsu / OMA, artists Pedro Friedeberg, Mickalene Thomas and Marko Brajovic, designer Henrik Vibskov, and director Hector Harkness.

Faena Bazaar Fashion Fair

Open to the Public

Hours

November 26: Private Event

November 27: Open to the public, 12pm – 6pm

November 28: Open to the public, 4pm – 8pm

November 29: Open to the public, 4pm – 8pm

November 30: Open to the public, 12pm – 8pm

Conversation: Ximena Caminos, Shohei Shigematsu, Sybilla: 4pm – 5pm

Music: 5pm – 8pm

December 1: Open to the public, 12pm – 8pm

Conversation: Pedro Friedeberg, Henrik Vibskov, Hector Harkness: 4pm – 5pm

Music: 5pm – 8pm

December 2: Open to the public, 12pm – 8pm

Conversation + Book Signing: Mickalene Thomas: 1pm – 2pm

Music: 5pm – 8pm

December 3: Open to the public, 12pm – 8pm

Conversation + Book Signing: Marko Brajovic: 4pm – 5pm

Music: 5pm – 8pm

December 4: Open to the public, 12pm – 6pm

Brunch Party: 12pm – 3pm

For more information, please visit faena.com

Hashtag: #FaenaBazaar

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Faena Forum, Bazaar and Park © Nik Koenig, Courtesy of Faena

FAENA



Faena Park, Bazaar and Forum © Iwan Baan, Courtesy of Faena



Faena Forum, View from Collins Avenue © Nik Koenig, Courtesy of Faena



Faena Forum, View from Indian Creek © Iwan Baan, Courtesy of Faena



Faena Forum, View from Collins Avenue © Mariana Gatto, Courtesy of Faena



Faena Forum, Exterior © Ivan Belaustegui, Courtesy of Faena



Faena Forum, Dome with Central Glazed Oculus © Nik Koenig, Courtesy of Faena



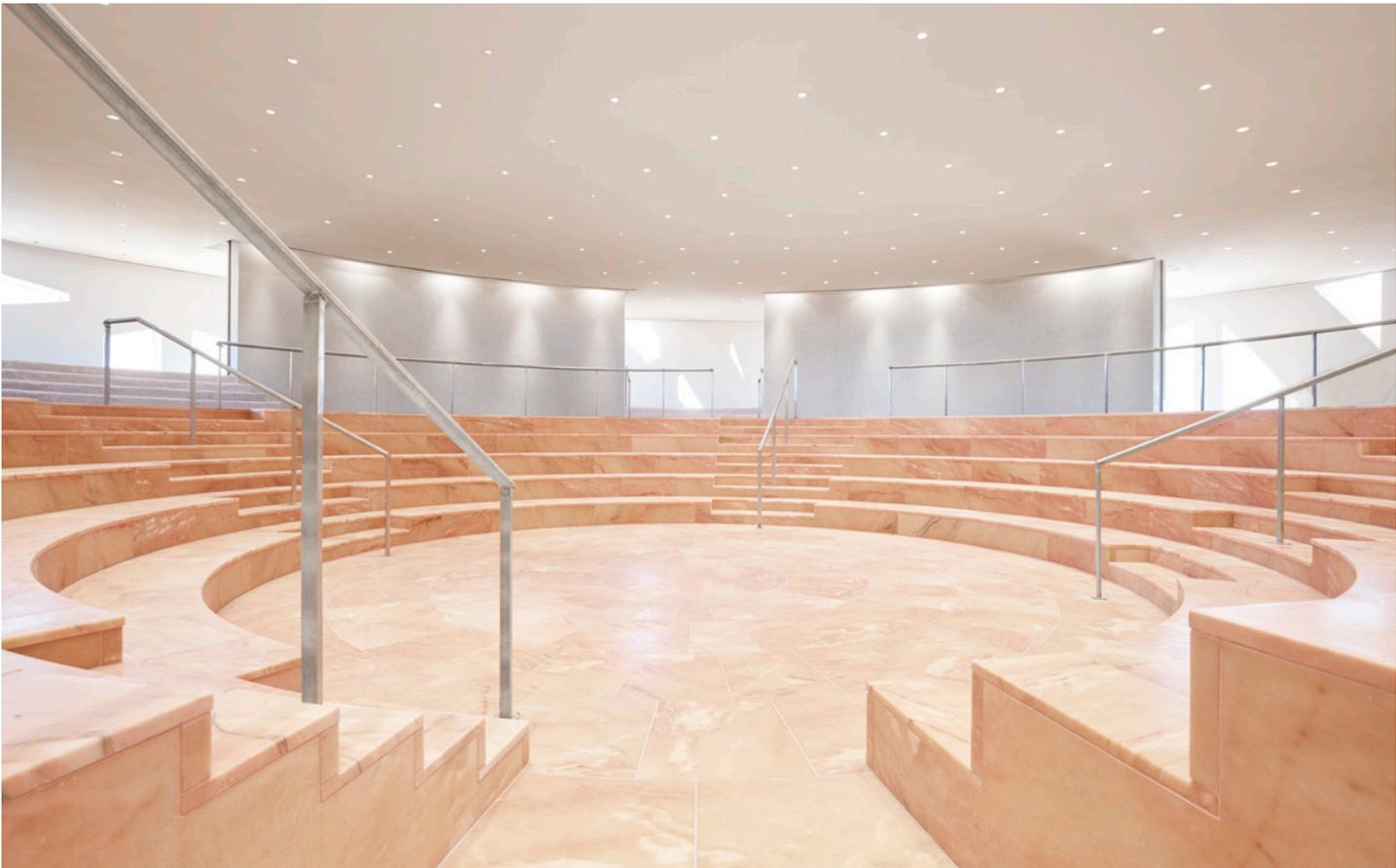
Faena Forum, Interior Detail © Nik Koenig, Courtesy of Faena



Alan Faena inside Faena Forum © Iwan Baan, Courtesy of Faena



Faena Forum, Interior Detail 2 © Nik Koenig, Courtesy of Faena



Faena Forum, Amphitheater © Nik Koenig, Courtesy of Faena



Faena Forum, Dome with Central Glazed Oculus © Iwan Baan, Courtesy of Faena