

NADA Miami Beach Announces New Location For 2015

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by Hamptons Art Hub Staff

Don't look for NADA Miami Beach at the Deuville Beach Resort in December. The New Art Dealers Alliance (NADA) just announced its moving across town to the Fontainebleau Miami Beach for its 2015 edition. The fair will be held December 3 to 5, 2015.

“As the fair continues to expand, we consider the needs of our exhibitors and our audience to find the most appropriate space,” said fair director Heather Hubbs. “Since the first edition, NADA Miami Beach has more than doubled in scale, and remains a vital alternative assembly of emerging voices in the contemporary art community.”

NADA launched its fairs with the Miami Beach edition in 2003 and featured 35 exhibitors in a vacant space located off of Lincoln Road near the Convention Center. For the next five years, NADA Miami Beach was held at the Ice Palace in Miami, where the roots of the fair began to expand.

In 2009, the fair moved to the historic Deauville Beach Resort in North Miami Beach to make room for additional exhibitors while increasing fair production efficiency. Moving to Fontainebleau Miami Beach for its 13th edition, NADA Miami Beach sticks with their commitment to feature a selected presentation of exhibitors.

The Fontainebleau Miami Beach is centrally located within Miami Art Fair Week and is expected to better serve fair goers and exhibitors alike, according to NADA. In 2014, PULSE Miami Beach and Select presented fairs close to the Fontainebleau Miami Beach.



The Fontainebleau Miami Beach. Courtesy of NADA.

Fontainebleau Miami Beach occupies 20 oceanfront acres on Collins Ave and is a historical and architecturally significant hotel on Miami Beach. Opened in 1954 and designed by Morris Lapidus, it was the most luxurious hotel on Miami Beach. It is considered to be the most significant building of Lapidus' career, according to NADA.

The Fontainebleau has a substantial collection of contemporary art, including works by Ai Weiwei, James Turrell, Thomas Ruff, Sol LeWitt, Tracey Emin, John Baldessari, Julian Opie, Damien Hirst, Doug Aitken, Arturo Herrera, and Alex Katz, among others, making the hotel an apt locale for the fair.

Founded in 2002, New Art Dealers Alliance (NADA) is a not-for-profit 501(c)(6) collective of professionals working with new contemporary and emerging art. NADA hosts a fair in New York and in Miami Beach. Admission to both are free. They also organize the COLLABORATIONS sector at Art Cologne.

BASIC FACTS: NADA Miami Beach 2015 takes place in December at the Fontainebleau, 4441 Collins Ave, Miami Beach, FL 33140. www.newartdealers.org.

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