

# NADA Miami Beach Gets a New Name, Reclaims a Location & Launches PAMM Acquisition Fund

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by Pat Rogers

NADA's art fair for Art Basel Miami Week in December 2017 is on the move. The art fair recently announced it will relocate from the Deauville Beach Resort in Miami Beach to the Ice Palace Studios in Miami for the upcoming fair. The [art deco hotel](#) was damaged during Hurricane Irene, necessitating the change of venue, according to [NADA \(New Art Dealers Alliance\)](#). Presenting at the Ice Palace Studios is a return, of sorts, as NADA presented their fair there from 2004 to 2008. Ice Palace Studios neighbors the Miami Design District, a hot spot for art fairs during Art Basel Miami Art Week.

The switch from Miami Beach to Miami may also signify something else: a long-term commitment to the art community of Miami. NADA changed the fair name for its 15th edition from NADA Miami Beach to NADA Miami. They announced yesterday the launch of a new art acquisition fund for the [Perez Art Museum \(PAMM\)](#), also located in Miami. Proceeds from art fair ticket sales will allow PAMM to purchase art for its permanent collection.

The new "NADA Acquisition Gift for PAMM" allows PAMM curators, María Elena Ortiz and René Morales, to select art to acquire for the museum's permanent collection, according to NADA. Their selection will be made from artwork displayed by the 108 exhibitors expected to attend NADA Miami. Exhibitors pull from 36 cities and 16 countries.

From New York, exhibiting galleries include [CANADA](#), [Derek Eller Gallery](#), [Karma](#), [Marlborough Contemporary](#), [Martos Gallery](#), [Rachel Uffner Gallery](#), [Kate Werble Gallery](#) and [White Columns](#). From The Hamptons, [Halsey Mckay Gallery](#) (and [Karma](#)) will exhibit. Click [here](#) for the full list.

"We could not be more proud to establish a partnership with PAMM, a progressive and venerable institution for contemporary art in Miami, as we continue to find ways to put down roots in Miami year round," stated Heather Hubbs, NADA Executive Director, in the announcement. "This is NADA's first acquisition gift, and we look forward to continuing to provide our exhibitors with opportunities to connect directly with the most influential curators, and collectors, in the art world."

NADA's South Florida art fair draws between 12,000 to 15,000 visitors with its New York City fair drawing a bit less, according to NADA. The art fair is confident the promise to award money to PAMM to purchase art will be easily sustained through ticket sale proceeds.

“NADA Miami is well attended each year, and we are confident we’ll continue to have many visitors this December for the fifteen edition of the fair,” a NADA art fair representative wrote in an email.

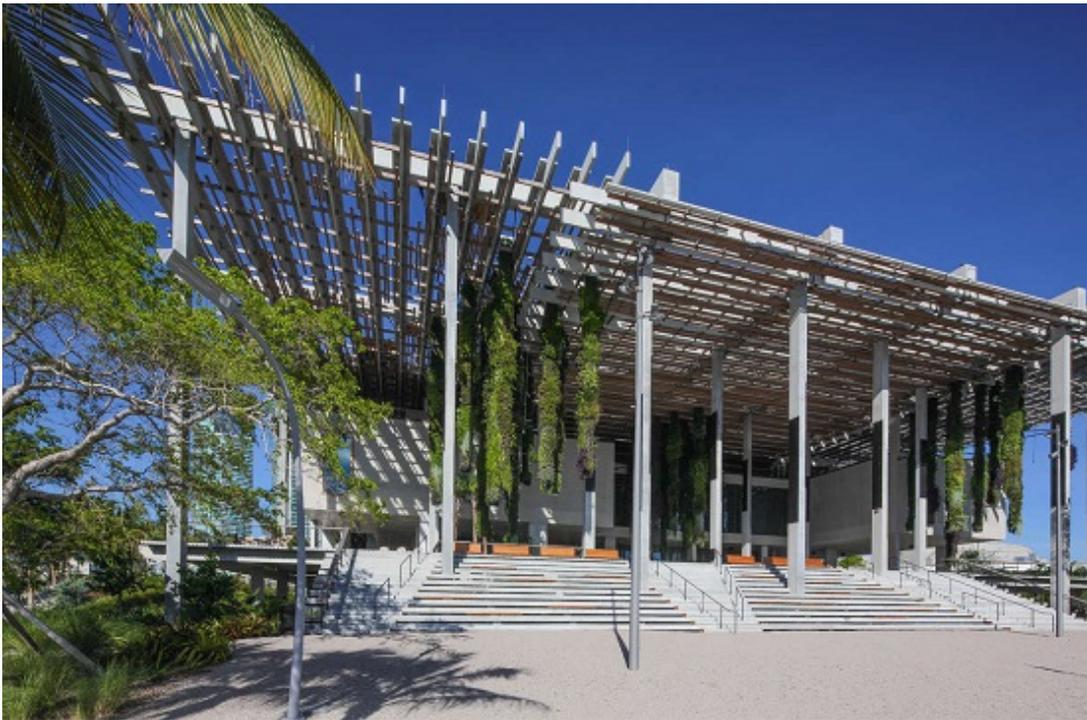


Ice Palace in Miami where NADA Miami will be held in December 2017. Courtesy NADA.

The NADA Acquisition Gift program aims to enhance the relationship between the museum and the fair’s international roster of exhibiting galleries and artists. It’s also a way for NADA to support and engage with the art institutions of Miami-Dade County in a new way.

In 2013, [PAMM](#) was renamed from Miami Art Museum (MAM) and reopened a Herzog & de Meuron-designed building in Downtown Miami. The building features 200,000 square feet of indoor and outdoor exhibition and programming space. PAMM’s mission is to “promote artistic expression and the exchange of ideas, advancing public knowledge and appreciation of art, architecture and design, and reflecting the diverse community of its pivotal geographic location at the crossroads of the Americas,” according to its website.

“We are very appreciative of NADA’s generous gift to the museum,” PAMM Curator María Elena Ortiz stated in the announcement. “With such a variety of exhibitors and works on display from around the world, I look forward to selecting an artwork that will complement PAMM’s collection, which highlights Miami’s diverse community and pivotal geographic location at the crossroads of the Americas.”



Pérez Art Museum Miami, east façade. August 2014. Designed by Herzog & de Meuron. Photo by Daniel Azoulay Photography. Courtesy NADA.

Proceeds raised from NADA Miami ticket sales will now fund two NADA initiatives: the NADA Acquisition Gift for PAMM and the NADA International Gallery Prize, a program unveiled two years ago to support first-time exhibitors traveling internationally to participate at NADA's Florida fair for the following year.

For the 2017 edition, the NADA International Gallery Prize was awarded to CARNE Gallery (Bogotá) and Dawid Radziszewski (Warsaw). The upcoming fair sees the return of the 2016 NADA International Gallery Prize winner SVIT from Prague. They will present a performance by Czech artist Jirí Kovanda as part of the fair's programming.

CARNE Gallery, an artist-run space, is expected to present work by four Bogotá-based artists whose art explores the notions of unproductiveness, hyper-consumerism and leisure as spaces for resistance and life. The artists are Adriana Martinez, Santiago Pinyol, Mariana Murcia, Juan Sebastian Pelaez.

Dawid Radziszewski booth will explore the figure and body of the artist by juxtaposing works of two Polish artists from different generations: Adam Rzepecki (b. 1950) and Tomasz Kowalski (b. 1984).

"NADA is a global alliance, and we're proud that NADA Miami Beach has become an opportunity for galleries from around the world to forge new relationships and reach new audiences," Heather Hubbs, NADA Executive Director stated. "The International Gallery Prize adds another layer of diversity to the fair, and we look forward to what CARNE and Dawid Radziszewski will add to Miami this year."

Founded in 2002, New Art Dealers Alliance (NADA) is a not-for-profit collective of professionals working with contemporary art. Its mission is to “create an open flow of information, support, and collaboration within the arts field and to develop a stronger sense of community among its constituency.” NADA presents two art fairs each year: one in New York City and another in Miami.

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**BASIC FACTS:** NADA Miami will take place December 7-10, 2017 at Ice Palace Studios, 1400 North Miami Avenue, Miami, FL. Tickets are \$40 for Run of Show, \$20 for Single Day and \$10 for seniors and students. Previews taken place during the day on Thursday, December 7, 2017 and are by invitation only. To purchase tickets online, click [here](#). For information, visit [www.newartdealers.org](http://www.newartdealers.org).

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