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THE SAGAMORE HOTEL LAUNCHES 24/7 ART EXPERIENCES FOR MIAMI ART WEEK 2018

*Miami's Iconic Art Hotel to Unveil New Ambitious Programming
Including Works by Celebrity Artist Jason Newsted
In Addition to Hosting 17th Annual Iconic Sagamore Brunch*

MIAMI BEACH, FL (October XX, 2018) — Miami Beach's historic Art Deco hotel, [The Sagamore Hotel](#), known for its rotating experiences of museum-quality art year-round, presents an immersive experience of ambitious and innovative art programs coordinated by **Sebastien Laboureau**, resident art advisor of the Sagamore Hotel. The programming, spanning various types of media, will launch December 3 during Art Week and run through January 4.

This year, #SagamoreIsArt presents an immersive solo show by **Jason Newsted, the Miami edition of FRAME**, an incubator of art experiences, sculptures in the hotel's newly-renovated garden by **Gillie and Marc Schattner** and digital art by **REO** presented by **ART REPUBLIC**. Keeping with tradition, the property will host the iconic **Sagamore Brunch** on Saturday December 8th during Miami Art Week for the 17th year.

The hotel is proud to showcase an impressive list of inspiring and talented artists with a passion for music, technology and innovative design. Guests will be immersed in a unique and innovative art experience, throughout the entire hotel. The Sagamore Hotel is one of the only venues in Miami Beach where guests can experience museum-quality art for free and open 24/7 to the general public.

Guests are greeted by art as soon as they step foot in the lobby thanks to an ambitious and extensive solo show by [Jason Newsted](#), presented by The Sagamore Hotel in partnership with [55Bellechasse](#). The exceptional exhibit of over 100 works is a survey of 12 years of work, along with new, site-specific installations that reflect Newsted's lifelong commitment to painting inspired by his extensive career as a Grammy-Award winning musician. As the former bassist and vocalist of **Metallica**, his visual display illustrates the dynamic parallel between music, history and human expressions. Newsted's works include the *Power Trio Diptych*, *Rawker* and *They Went That Way*, all which represent a reflection of the evolution of the well-traveled, multi-faceted artist. His pieces are created with aesthetics in mind, combined with his love for music. Newsted describes his work as a symphony of chaotic and antagonistic information mixed into musical, orchestral paintings.

The Sagamore Hotel's Art Week Miami Beach program will include two live performances by **Jason Newsted and The Chophouse Band**, during the property's **private** unveiling event on **Wednesday, December 5th, from 8 p.m. to 11 p.m.** and during the iconic Sagamore Brunch. He'll be accompanied by a quartet of musicians including Amir Tal, Joe Ledesma and Robert John Tucker who will perform popular rock classics.

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"As a historic South Beach hot spot for artists, collectors, exhibitors and the culturati, The Sagamore provides guests a rare opportunity to mingle with industry professionals and creatives from around the globe," explains Ronit Neuman, principle of The Sagamore Hotel. "Known for our creative legacy in the art world, The Sagamore continues to evolve as a place for innovative and ground-breaking content, expression and immersive experiences. Think of us as an incubator for the creative community at large."

As guests move into the hotel's interior, The Sagamore welcomes [FRAME](#), which is the incubator of art experiences. The show will present more than 100 original pieces, created by over 30 international artists from France, China, Iran, Colombia, South Africa, Senegal, United States, Spain, Hungary and Switzerland. Throughout the show there will be guided tours, talks and art games which will highlight the various works within FRAME's extensive collection of artists.

"FRAME is a new emerging business model," explains Sebastien Laboureau, resident art advisor of The Sagamore Hotel. "It is a hyper-curated concept showcasing the highest quality of art presented by reputable dealers and curated by museum professionals. FRAME offers unique experiential interactions with artists and artworks. It's a pleasure to welcome FRAME to The Sagamore Hotel and share the most innovative art experience ever presented in Miami during Art Week."

Highlights include *The Silk Road As It Was and As It Is and What's Next*, *European Conquerors*, *Fairytale or Nightmares Of So Many Surrealistic journey and The USA; Where Art is the New \$ and Vice & Versa*. Given the 100 pieces created by numerous artists, including David Ramirez-Gomez, Christiaan Conradie, Pascal Vochelet and celebrated photographer Niloufar Banisadr, the show will include a mobile application guests can download in different languages, allowing visitors to learn more about each global artist and their respective pieces.

The Sagamore Hotel's newly-renovated sculpture garden will be inaugurated with award-winning works by Australian public sculpture artists [Gillie and Marc Schattner](#), known for the world's largest rhino sculpture, *The Last Three*, in Astor Place. With shows in over 40 cities, the Schattners' stunning bronze animal sculptures draw inspiration to the political message of equality among people and things. Their work is displayed among prominent galleries around the world, boasting tremendous accolades including the Allen's People's Choice Award, and they were finalists of the Archibald Portrait Prize.

On the hotel's exterior the world of art, music and technology collide with [REO presented by ART REPUBLIC](#), a collaboration of graphic design, animation, video and visual projections. REO's portfolio includes music videos and live performances by **Beyoncé**, **Jay-Z**, **Travis Scott** and other musicians. At The Sagamore Hotel, he'll create digital video imaging for Art Week using mixed digital media to immerse the public in a transformative experience. His particular edge and ability to elicit emotion through free-flowing movements will create a sense of freedom and sensuality that deeply connects with viewers.

On Thursday, December 6, The Sagamore Hotel will host a celebratory gathering of art, fashion and music entitled AFM. The evening will include designs by [Alexis Varballosa](#), public art displays, a fashion show, music and dancing.

Once again, ownership of The Sagamore Hotel is pleased to host the **17th annual [Iconic Sagamore Brunch on Saturday, December 8th](#)**. The private, invitation-only affair will include art activations and performances by The Chophouse Band led by Jason Newsted. Guests will enjoy an inspiring program of live art within the newly-renovated sculpture garden. Historically, this the signature event for the elite of the international art world including collectors, dealers and artists.

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The Sagamore Hotel's new art programs will be revealed to the public on **December 3** during Art Week and open through **January 4**. For more information visit www.sagamorehotel.com.

About Sagamore Hotel Miami Beach

Sagamore Hotel Miami Beach has been a destination for both locals and tourists alike since the Art Deco District was created in the 1940s. Located at 1671 Collins Avenue in the heart of South Beach, the oceanfront boutique hotel is surrounded by history, culture and the city's trendiest restaurants, shopping and nightlife, creating the ultimate setting for the ongoing series #SagamoreisArt. Sagamore ownership, led by Ronit Neuman, is committed to offering a multicultural selling platform that supports and builds partnerships with local and international organizations, that work together to promote the growth of everything art related. For more information, visit www.sagamorehotel.com or follow @sagamorehotel on Facebook, Instagram, and Twitter.

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