

UNTITLED, ART.

UNTITLED, ART Miami Beach Goes Virtual with Online Viewing Rooms For Miami Art Week

Fair Dates:

Wednesday, December 2 – Sunday, December 6, 2020

VIP Preview on Tuesday, December 1 at 11am ET

New York, October 19, 2020 – UNTITLED, ART announced today that it will present Online Viewing Rooms to run concurrently with Miami Art Week, which is planned as a hybrid of virtual and live events this year. UNTITLED, ART Miami Beach OVR will host galleries from around the world, in addition to cultural programming and digital events throughout the week. The online fair will run from December 2-6, 2020, with a VIP Preview on Tuesday, December 1 at 11am ET.

"Since UNTITLED, ART debuted on Miami Beach in 2012 we have played a key role in making Miami Art Week what it is today. It is hard to believe that due to Covid-19 we are unable to produce our fair on the beach this year, but we are very proud to be able to offer our exhibitors a state-of-the-art OVR as an alternative to the real thing. We have worked to elevate the OVR experience to make it more compelling and easier to navigate. The platform will present galleries in an art fair structure with a curated floor plan and enhanced communications features for exhibitors to engage directly with collectors, advisors, museum professionals and press. December is an important moment in our economy and we hope our Miami Beach OVR allows them to continue to engage in critical business," said Jeff Lawson, founder of UNTITLED, ART.

UNTITLED, ART Miami Beach OVR is designed by Artland, which recently partnered with UNTITLED, ART to release the world's first virtual reality art fair. While not powered by VR technology, UNTITLED, ART Miami Beach OVR still leads with innovations to the traditional OVR experience. Upon entry, visitors are greeted with an exhibitor floorplan that offers a sense of orientation to the online fair, with features that enable easy navigation to and from exhibitor booths. Individual viewing rooms feature works of art in a realistic, high-definition computer-generated gallery environment with furnishings for perspective and scale. Guests also have the option of signing and commenting in an exhibitor's virtual guest book, as well as engaging with the gallery directly through the virtual chat function, which enables real-time communication and supports more immediate sales.

A full list of participating galleries and related online programming will be available in the coming weeks. For press inquiries or to request media accreditation for UNTITLED, ART Miami Beach OVR, please contact Brooke Eastman, Sutton, at brooke@suttoncomms.com or call +1 212 202 3402.

About UNTITLED, ART

UNTITLED, ART is an international, curated art fair founded in 2012 that focuses on curatorial balance and integrity across all disciplines of contemporary art. UNTITLED, ART innovates the standard fair model by selecting a curatorial team to identify and curate a selection of international galleries, artist-run exhibition spaces, and non-profit institutions and organizations, in dialogue with an architecturally designed venue. UNTITLED, ART launched the art world's first virtual reality art fair in July 2020 and will realize multiple editions of the ONLINE fair in 2021.

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