

Art | Basel  
Miami Beach  
December 6-9, 2018

# ART BASEL MIAMI 2018: HIGHLIGHTS

STORE DESIGN, POP-UP RETAIL AND VISUAL MERCHANDISING  
INSPIRATION FROM THE ANNUAL NORTH AMERICAN ART SHOW

TEXT: SAMAR YOUNES, SAMARITUAL STUDIOS

Between the plethora of art shows, exhibits and pop-up events around Art Basel Miami, it's easy to be overwhelmed by the visual stimuli that takes over the city during Art Week. There were some distinct prevailing themes that dominated the latest event in December, such as feminism, LGBT and subversive clever takes on pretty much everything and everyone. I found that the greatest visual pleasures were off the beaten path.



## < IMMERSIVE SPACES

Several galleries and pop-up spaces created immersive, floor-to-ceiling installations, providing an engaging theatrical experience through the use of colour saturation, shape repetition and reinforcing lighting.

## v STORYTELLING

From bodegas to a fruit stall and demountable house-turned-boxing-gym, these made for interesting storytelling in a cohesive context and use of material, composition and prints.

## v INTERACTION

In an effort to engage onlookers and invite them into their world, multiple artists used kinetic or digital sensorial installations and objects in a variety of different ways, from a giant rainbow bridge that offered a breathtaking bird's eye view of Miami's art district with a 360 degree photo booth to a wheel of fortune.

