

BAL HARBOUR

Bal Harbour, Florida provides Behind-The-Scenes access to the arts

Destination plans creative programming and launches limited edition items around first "Unscripted" public art program

Bal Harbour, Fla. – October 2012

Bal Harbour is proud to announce a series of upcoming initiatives as well as the release of limited edition items surrounding its new public art program "Unscripted," curated by Claire Breukel, an independent curator who has worked on projects around the globe. Studio visits and art chats to events, documentaries and arts education, have all been designed to support the first "Unscripted" art commission, entitled "Pax Americana" by artist George Sánchez-Calderón.

On October 18, Sánchez-Calderón's highly-anticipated installation will be unveiled. "Pax Americana" draws inspiration from Bal Harbour Village's history, by reflecting upon the iconography that has collectively defined the archetype of "the American Dream." Pax Americana includes two installations: an "Americana" sign in front of the new St. Regis Bal Harbour where the famous Americana hotel once stood, as well as "Levittown House," which symbolizes the prototype of post-war America, that forever changed the American urban and suburban landscape.

Following this official launch, Sánchez-Calderón and prolific arts writer Hunter Braithwaite together with Dr. William L. Bird Jr., Curator of the Division of Political History at the Smithsonian National Museum of American History will host an Art Chat open to the public at Neiman Marcus at Bal Harbour Shops to discuss the inspiration behind Pax Americana and the importance of site responsive public art.

Alongside the winning public art commission will be the release of special limited edition items created by the artist based on his two installations. Exclusive to this project and individually signed and numbered by the artist, the proceeds of these four sculpture editions will help to fund further Unscripted projects as well as the artist. The limited edition items include only 13 "Gold Levittown Houses" made of dipped metal, 50 White and Wood Levittown Houses and 50 miniature Americana signs in a stainless steel shimmering mirrored sign.

In December, all eyes will be on the destination again as guests of Bal Harbour will receive exclusive access to a studio visit with Sánchez-Calderón during the 11th annual Art Basel Miami Beach, one of the premier art shows in the U.S., that brings together artists and art lovers from around the globe. Unscripted will also be creating a mini-documentary on the artist and the making of the installations that will be shown during Bal Harbour's annual Movies on the Beach series.

Drawing on the importance of art education from an early age, even the little ones can get a VIP art experience through a special art class at The St. Regis Bal Harbour Resort's Kids Club taught by Sánchez-Calderón later that month.

"We are excited about the launch of "Unscripted," a Bal Harbour creative project to further the arts in South Florida," said Carolyn Travis, executive director of tourism, Bal Harbour. "Through Unscripted, we are giving artists a platform to create ambitious projects while also showcasing Bal Harbour as a cultural and arts destination for global visitors."

Created to support and challenge the artistic talents in South Florida, “Unscripted” is the next step in Bal Harbour’s culture series, which has seen past initiatives such as an innovative and successful Bal Harbour Art Nights, which showcased the work of talented artists alongside the high fashion designs of boutiques at Bal Harbour Shops.

“Unscripted” is spearheaded by curator Claire Breukel, who has served on various art-related boards and has curated exhibitions in South Africa, New York, Miami, Vienna and El Salvador. To reach the final decision, she consulted with contemporary art and public art experts including Yvonne Force Villareal, President and Co-Founder of the Art Production Fund; Solita Mishaan, a Bal Harbour resident, collector and member of the International Council for TATE London; and celebrated artists Hernan Bas and Hank Willis Thomas.