

THE BASS

MIAMI BEACH'S CONTEMPORARY ART MUSEUM



HOST AN EVENT!
Venue Rental
Opportunities

THE BASS MUSEUM OF ART
2100 Collins Avenue
Miami Beach, FL 33139
www.thebass.org

WHO WE ARE

MISSION STATEMENT

We present contemporary art to excite, challenge and educate.

ABOUT THE BASS

The Bass is Miami Beach's contemporary art museum. Focusing on exhibitions of international contemporary art, The Bass presents mid-career and established artists reflecting the spirit and international character of Miami Beach. The Bass seeks to expand the interpretation of contemporary art by incorporating disciplines of contemporary culture, such as design, fashion and architecture, into the exhibition program.

Recognized for organizing the first solo museum exhibitions in the United States of international artists such as Erwin Wurm, The Bass also presents major exhibitions by influential artists such as El Anatsui, Isaac Julien, Eve Sussman, and Piotr Uklański. The exhibition program encompasses a wide range of media and artistic points of view that bring new thought to the diverse cultural context of Miami Beach.

Central to the museum's mission, The Bass maintains a vigorous education program for lifelong learning and visitors of all ages. The Bass IDEAS education initiative uses art as a catalyst for creativity and positive growth, especially in the area of early childhood education. The active outreach program, Creativity in the Community, takes The Bass IDEAS off-site by engaging families and their children in Miami-Dade County neighborhoods with the most challenged access to art.

The Bass continues to incorporate its permanent collection. A new gallery is dedicated to displays of the museum's permanent collection, featuring a series of rotating artist projects that present works in dialogue with the collection.



Installation view of Ugo Rondinone's exhibition good evening beautiful blue. Photography by Zachary Balber. Courtesy of the artist and The Bass, Miami Beach.

THE TRANSFORMATION

From its inception in 2013, The Bass has embarked on a \$12 million project to transform the museum's visitor experience. From an expanded and more dynamic physical space to a new visual identity, the new Bass unveils a building for larger exhibitions, engaging education activities and a robust collection program.

THE BUILDING

The renovation expands the internal structure of the museum without altering the existing footprint, in order to create an almost 50 percent increase in programmable space, including four new galleries, a museum store and café, and a designated education facility to better serve expanded programs and increased attendance.

THE ACQUISITION INITIATIVE

In September 2016, The Bass launched a ten-year initiative to grow the museum's holdings of international contemporary art within the permanent collection. The initiative was celebrated with two inaugural acquisitions of public art; *Miami Mountain*, 2016 by Ugo Rondinone and *Eternity Now*, 2015 by Sylvie Fleury. In August 2017, The Bass announced a third acquisition with Allora & Calzadilla's *Petrified Petrol Pump (Pemex II)*, 2011.

THE VISUAL IDENTITY

The Bass worked in collaboration with design studio Project Projects to reinvigorate the museum's visual identity, encompassing a new logo, name, and branding. By appropriating a moniker long used by locals, the "Bass Museum of Art" now becomes "The Bass," and the new logo reflects the name change. In addition, The Bass launches a new website, www.thebass.org. Project Projects is also responsible for refreshed and on-brand way-finding markers throughout the new museum.



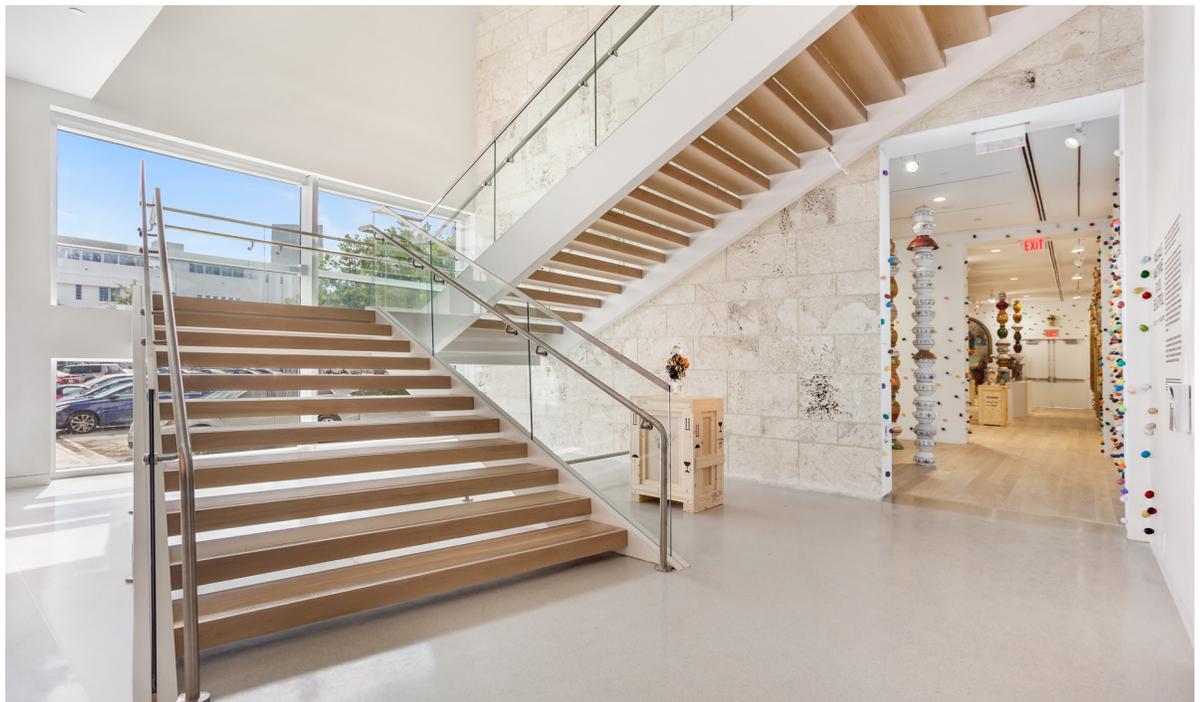
View of recent acquisitions on view at The Bass. Photography by Zachary Balber. Courtesy of The Bass, Miami Beach.

THE TRANSFORMATION

THE ARCHITECTS

The Bass reengaged Arata Isozaki of Tokyo as the design consultant for the recent transformation project. Isozaki was the architect of the first museum expansion, in 2001, which added a new addition of 16,000 square feet to the original historic structure. Other major projects by Isozaki include the Museum of Contemporary Art, Los Angeles, the Olympic Stadium in Barcelona, the Team Disney Building in Orlando, the Guggenheim Museum SoHo, Tokyo University of the Arts, the National Cultural-Art Museum Complex in Kiev, Ukraine and the Qatar National Convention Centre in Doha.

David Gauld, who was an integral part of Isozaki's design team for the 2001 museum expansion, was the principal architect of the recent transformation. Gauld has collaborated with Isozaki on several notable projects, including the Brooklyn Museum of Art Auditorium and West Wing Galleries, the Guggenheim Museum SoHo, and the Center of Science and Industry in Columbus, Ohio.



VENUE SPACES

— 1
The Creativity Center

Located in the heart of Miami Beach's historic Art Deco district and just steps away from sandy beaches and upscale hotels, The Bass is a landmark for its history, and blend of art deco and modern architecture.

— 2
**Lindemann Family
Courtyard**

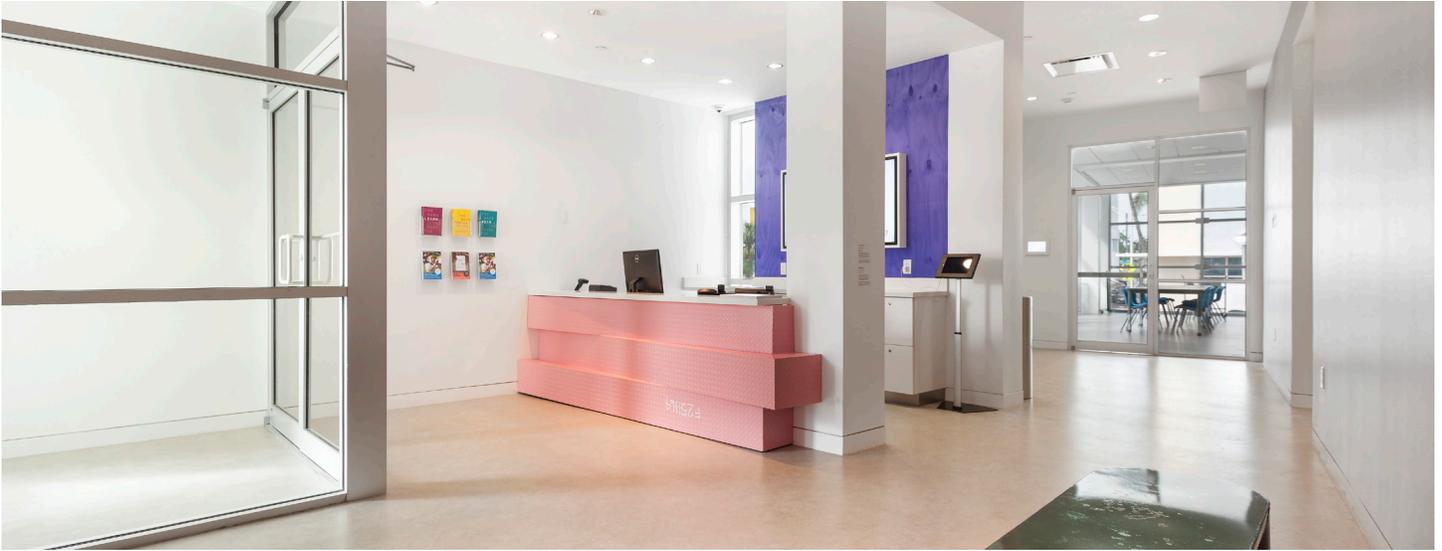
The beautifully expanded and newly renovated museum is available for private use. Individuals, corporations and non-profit organizations can host innovative receptions, dinners, weddings, lectures and meetings in a unique, upscale environment in trendy South Beach. State of the art spaces, offering a range of flexible options, can accommodate groups of 15 to 250 guests and add prestige to your next corporate meeting or event. Galleries may be opened for your guests' viewing pleasure.

— 3
**Trudy & Paul Cejas
Gallery**



The Bass, Miami Beach. Photo by Zachary Balber.

THE CREATIVITY CENTER



Our newly renovated Creativity Center offers a multitude of possibilities for private and corporate events. A private entrance leads to three multi-purpose spaces – the Waterview Classroom (pictured above right), Rotunda and Multimedia Lab (pictured above left). In total, this new configuration creates 4,200 sq. ft. of usable space.

The complex boasts innovative artist installations in each area, a private lawn, family bathrooms, as well as information screens and digital signs for your use outside each space. Food and beverages are permitted throughout Creativity Center. See below for individual information on the three rentable spaces in the Creativity Center, which can be rented together or separate.

CAPACITY

260

DIMENSIONS

4,200 sq. ft.
(plus an additional 1,000 sq. ft. with the outdoor play-area terrace)

STARTING AT

\$2,500 per day

FEATURES

- Floor to ceiling glass windows
- Natural light
- Interactive artist installations
- Portable AV equipment available
- Restrooms
- Separate entrance
- Presentation-style seating
- Seminar-style seating
- Food and beverage permitted throughout

WATERVIEW CLASSROOM



This newly designed classroom, with its floor to ceiling glass windows, overlooks the museum's reflecting pool and is ideal for meetings and conferences.

CAPACITY

63 (table seating)

DIMENSIONS

1265 sq. ft.

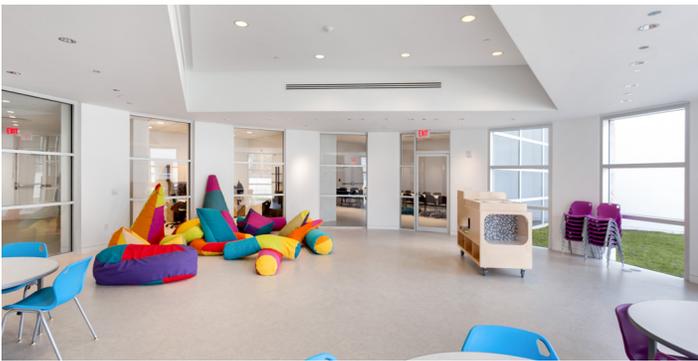
STARTING AT

\$200/hour (4 hour minimum)

FEATURES

- Floor to ceiling glass windows
- Natural light
- Interactive artist installations
- Overlooks reflecting pool
- Portable AV equipment available
- Food and beverage permitted

ROTUNDA CLASSROOM



The round architectural shape, originally designed by Arata Isozaki, provides a natural sense of unity and lends itself to meetings and lectures or intimate cocktail receptions, for up to 90 guests.

CAPACITY

- 56 (table seating)
- 90 (auditorium seating)

DIMENSIONS

932 sq. ft.

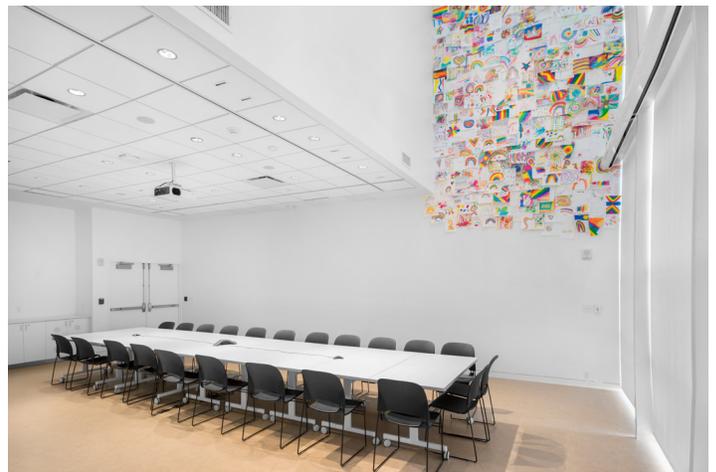
STARTING AT

\$200/hour (4 hour minimum)

FEATURES

- Floor to ceiling glass windows on the west side
- Natural light
- Original Arata Isozaki design feature
- Interactive artist installations
- Overlooks Creativity Center play-area terrace
- Portable AV equipment available
- 5 Murphy tables
- Food and beverage permitted

MULTIMEDIA LAB



Perfect for screenings, panel discussions, presentations or meetings, the Multimedia Lab seats up to 90 via auditorium seating or up to 40 guests via conference-style, and features state-of-the-art audio and video technology. The space is also equipped with a built-in counter to facilitate buffet food service.

CAPACITY

- 40 (conference seating)
- 90 (auditorium seating)
- 27 (board room)

DIMENSIONS

800 sq. ft.

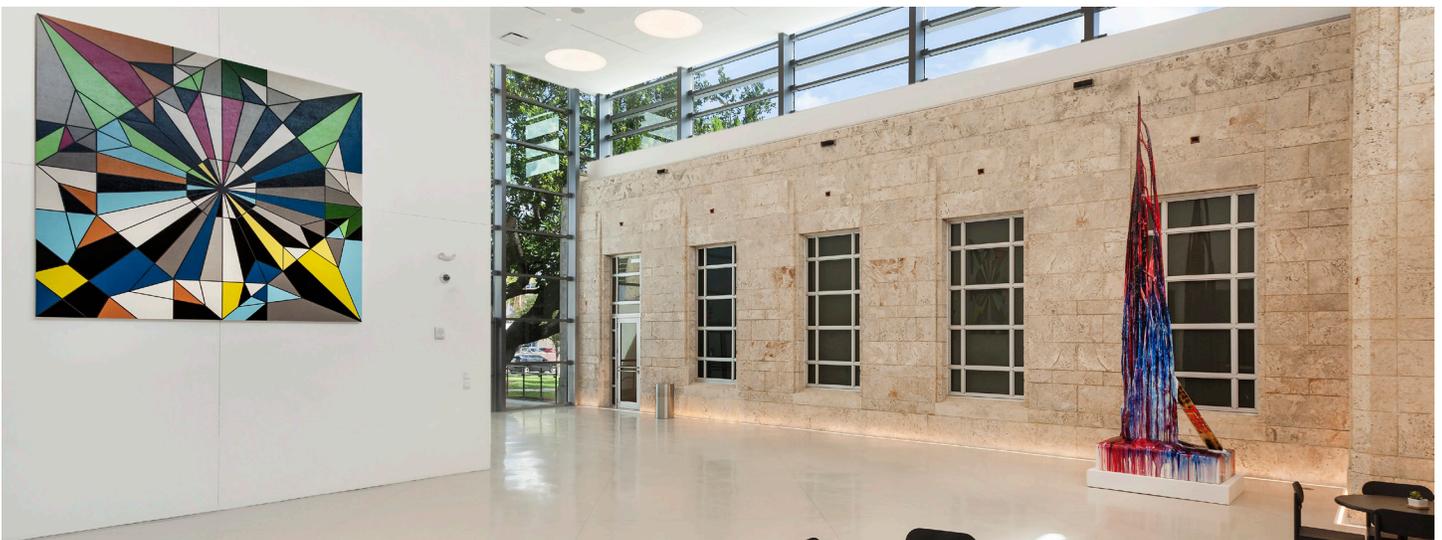
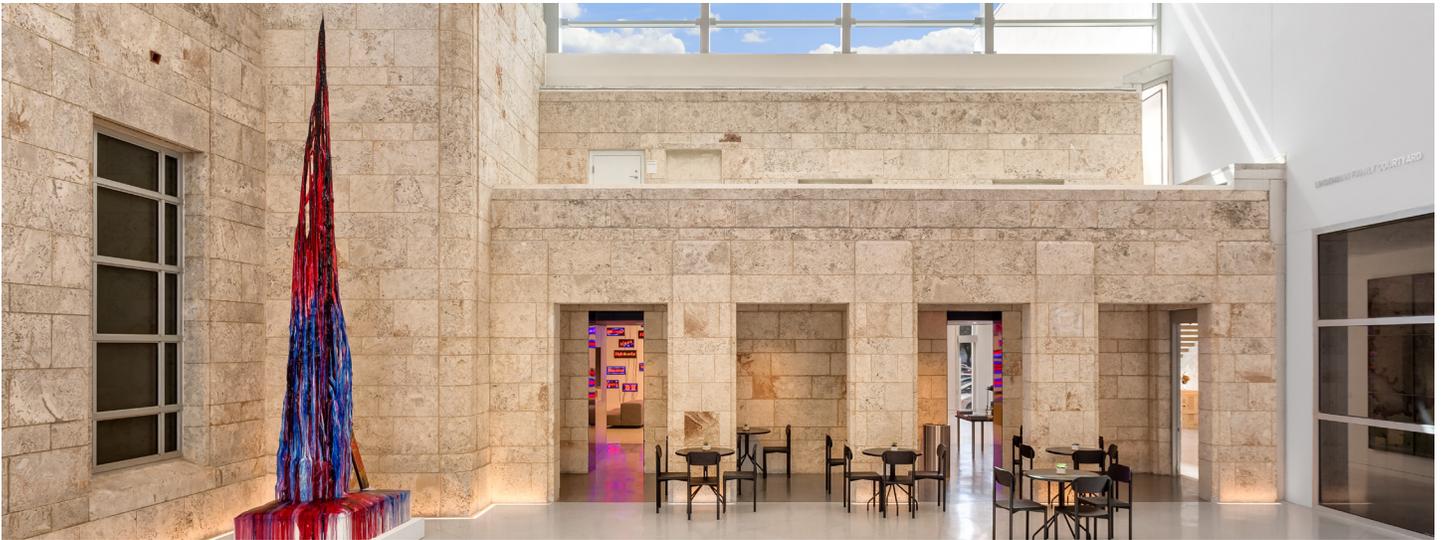
STARTING AT

\$300/hour (4 hour minimum)

FEATURES

- Floor-to-ceiling windows provide natural light with optional blackout shades
- Built-in screen – 105” W x 59” H, 120” (diagonal)
- Original Arata Isozaki design feature
- Overlooks Creativity Center play-area terrace
- Full projection capabilities
- Portable AV equipment available
- 9 Knoll flexible meeting tables
- 72 Herman Miller “Limerick” chairs
- 14 ft x 2 ft built-in counter with sink
- Food and beverage permitted throughout

LINDEMANN FAMILY COURTYARD



Our largest rental space, the Lindemann Family Courtyard offers flexible options for receptions, dinners or meetings and features architectural elements of the original Art Deco building. The L-shaped indoor courtyard with its soaring 29 foot ceiling invokes a piazza-like character which is sure to impress your guests!

CAPACITY

- 280 (reception only)
- 190 (seated, no dance floor)
- 140 (seated with dance floor)
- 200 (auditorium seating)

DIMENSIONS

1990 sq. ft.

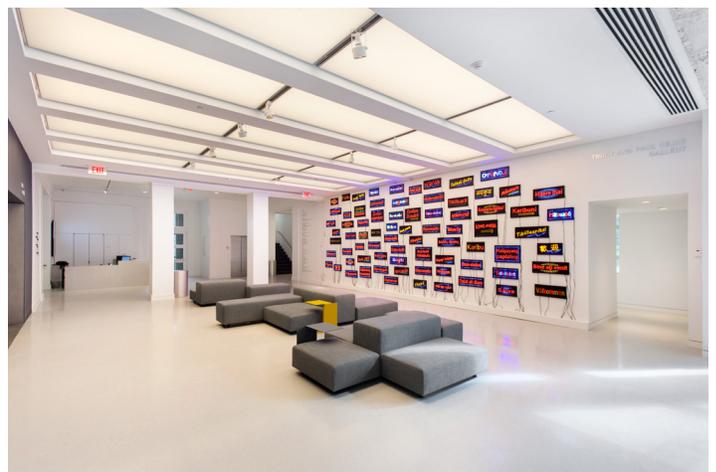
STARTING AT

- \$4,000 (day rate)
- \$5,000 (evening rate)

FEATURES

- Glass enclosed structure with floor to ceiling windows
- Natural light via indoor/outdoor setting
- Portable AV equipment available
- Separate entrance
- Presentation set-up with projection walls
- Food and beverage permitted throughout
- Keystone archways
- Ambient lighting
- Terrazzo floors
- Adjacent loggia for additional space

TRUDY & PAUL CEJAS GALLERY



The museum's entrance leads directly into this beautifully renovated space with 12 foot ceilings and art installations. The Cejas Gallery accesses all the galleries both downstairs and upstairs as well as the Lindemann Family Courtyard, Multimedia Lab and bathrooms. Ideal for cocktail receptions of up to 200 guests.

CAPACITY

- 200 (reception)

DIMENSIONS

- Lounge: 980 sq. ft (not including lobby)
- Lobby: 1,177 sq. ft
- Total: 2,157 sq. ft

STARTING AT

- \$2,750 (day rate)
- \$3,000 (evening rate)

FEATURES

- Ambient lighting
- Terrazzo floors
- Artwork from the museum's collection on view
- Optional living room furniture

WILLIAM J. FOX JR. FOUNDATION CONFERENCE ROOM

An intimate space for a small meeting, breakout session or green room, this space overlooks Collins Park and is located close to galleries and the Lindemann Family Courtyard. The conference room is an available complimentary space with rental of the Lindemann Family Courtyard, Cejas Gallery or Creativity Center, but can be rented on its own as a small meeting space or temporary office space with rental of the Creativity Center.

CAPACITY

- 12 (conference seating)

DIMENSIONS

247 sq. ft.

STARTING AT

- \$200/hour (4 hour minimum)
- No charge if in addition to Courtyard or Lounge rental

FEATURES

- Ambient lighting
- Large oval conference table with 12 chairs
- Small refrigerator
- Natural light

THIERRY ISAMBERT CULINARY AND EVENT DESIGN



Tailor your event to reflect your personal style, or that of your company, with our exclusive caterer: Thierry Isambert Culinary and Event Design has been creating exceptional dining experiences in South Florida since 1989. Their staff of creative event planners and innovative chefs hail from around the world. With years of experience producing weddings, luxurious charitable galas, high-end corporate affairs, milestone celebrations, and intimate social functions, they are dedicated to making sure every event is flawless. A longtime leader in the South Florida hospitality industry, they are known for their culinary excellence and impeccable service, and our combined staff are ready to orchestrate your event with exquisite catering and professional event services.

FOR PRICING &
AVAILABILITY

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