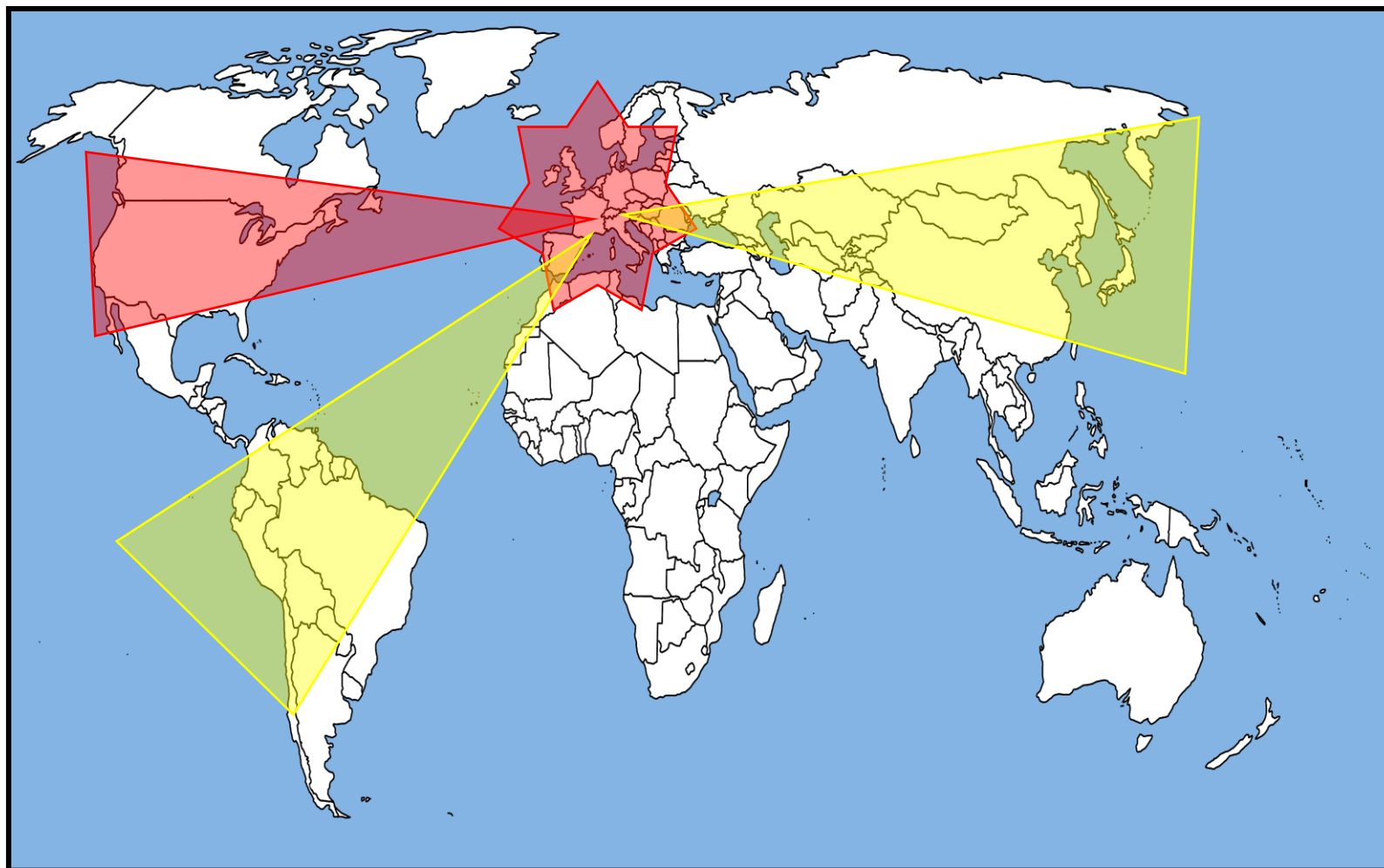


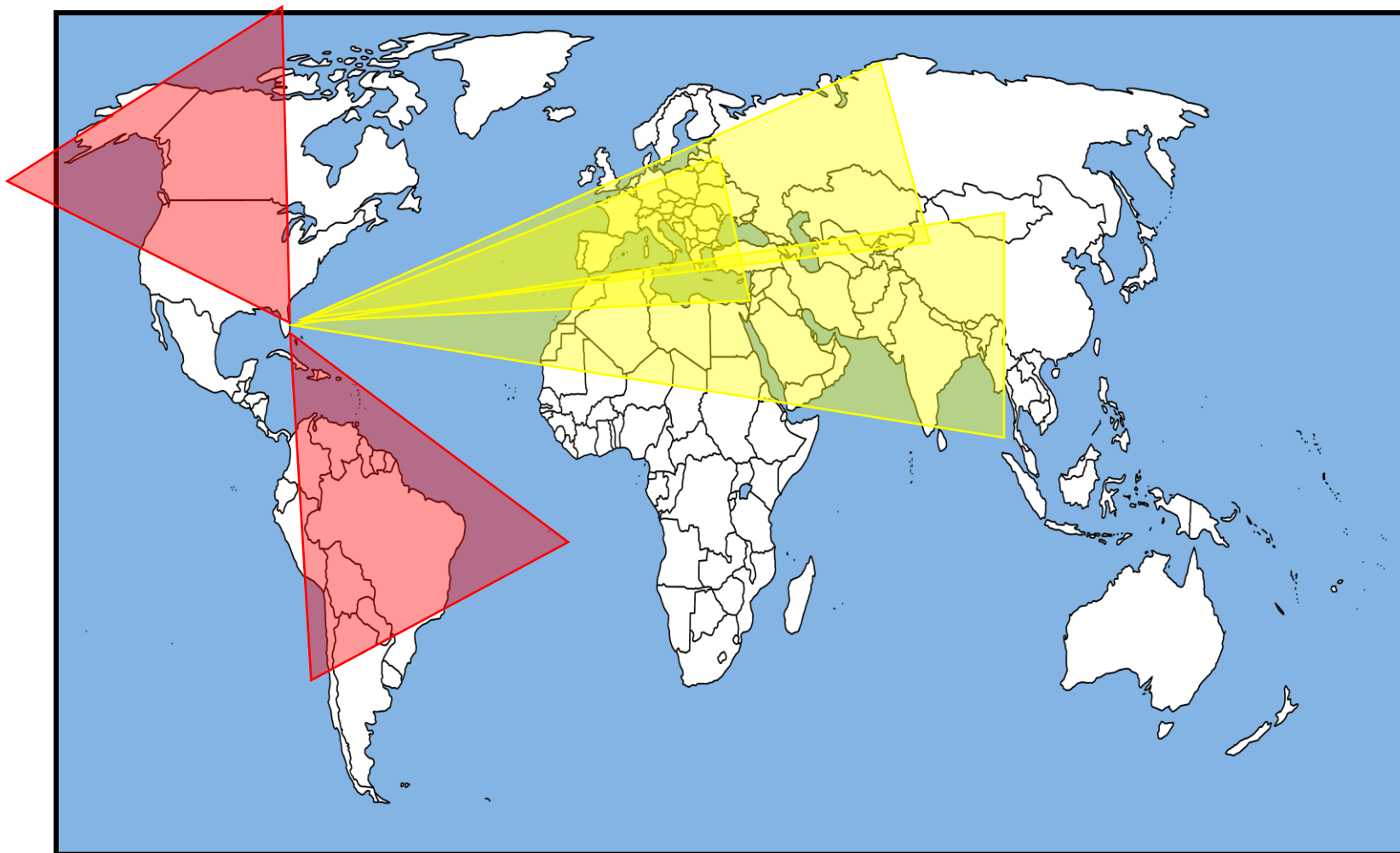
The Evolution of Art Basel: From Ephemeral Urbanisms to Pervasive Platforms

GDSS, May 26, 2016

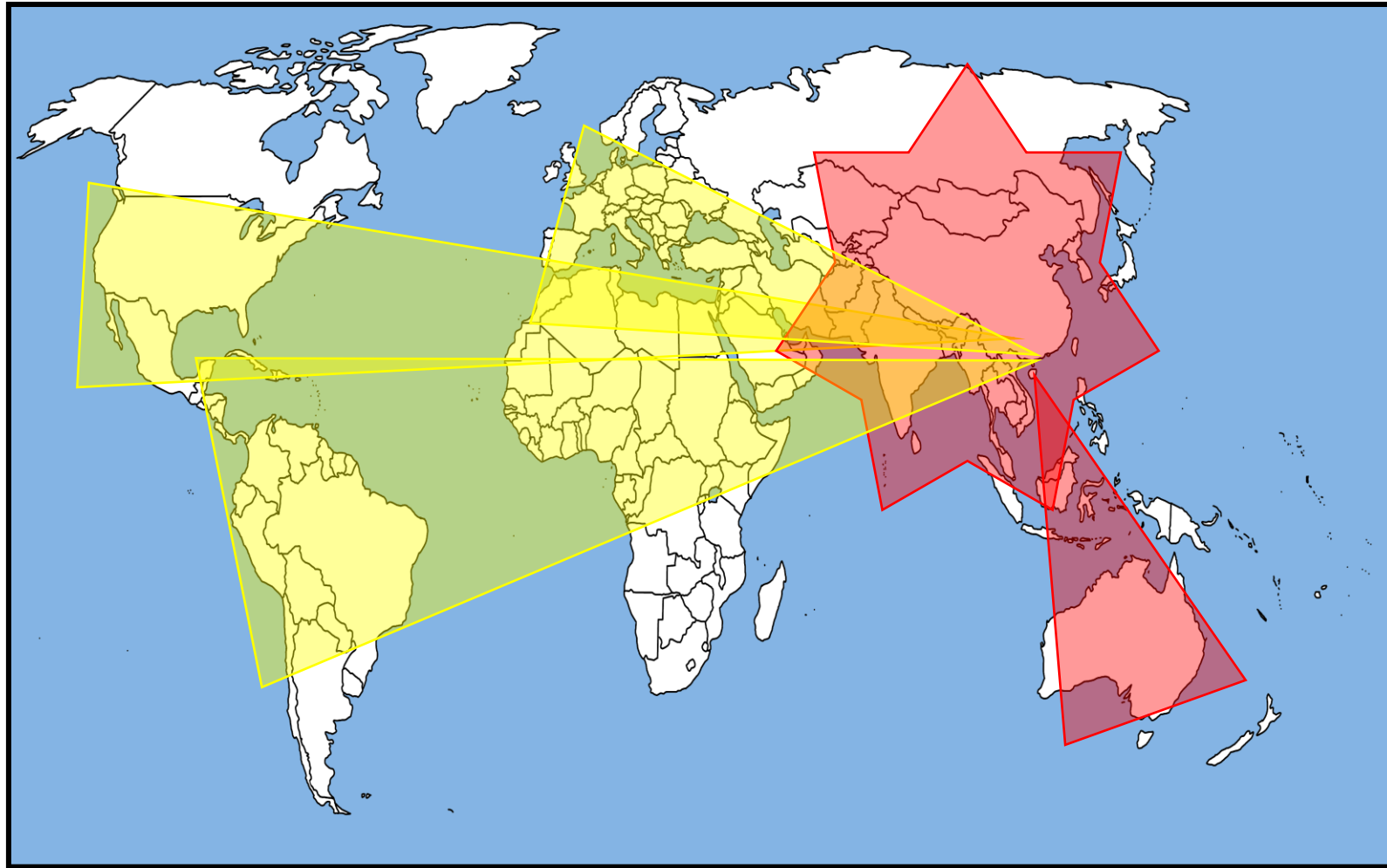
Art Basel | 1970 | Basel



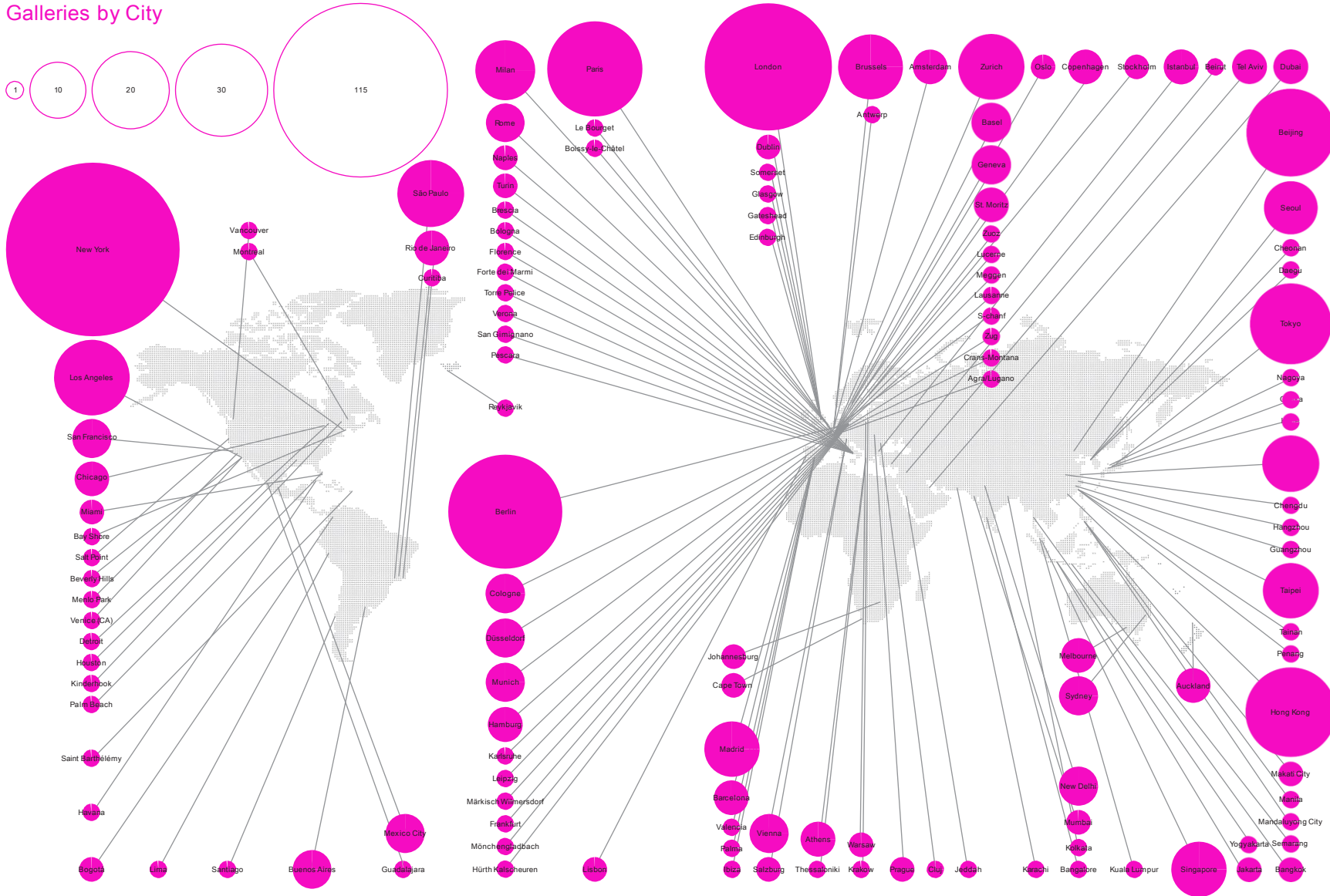
Art Basel | 2002 | Miami Beach, USA



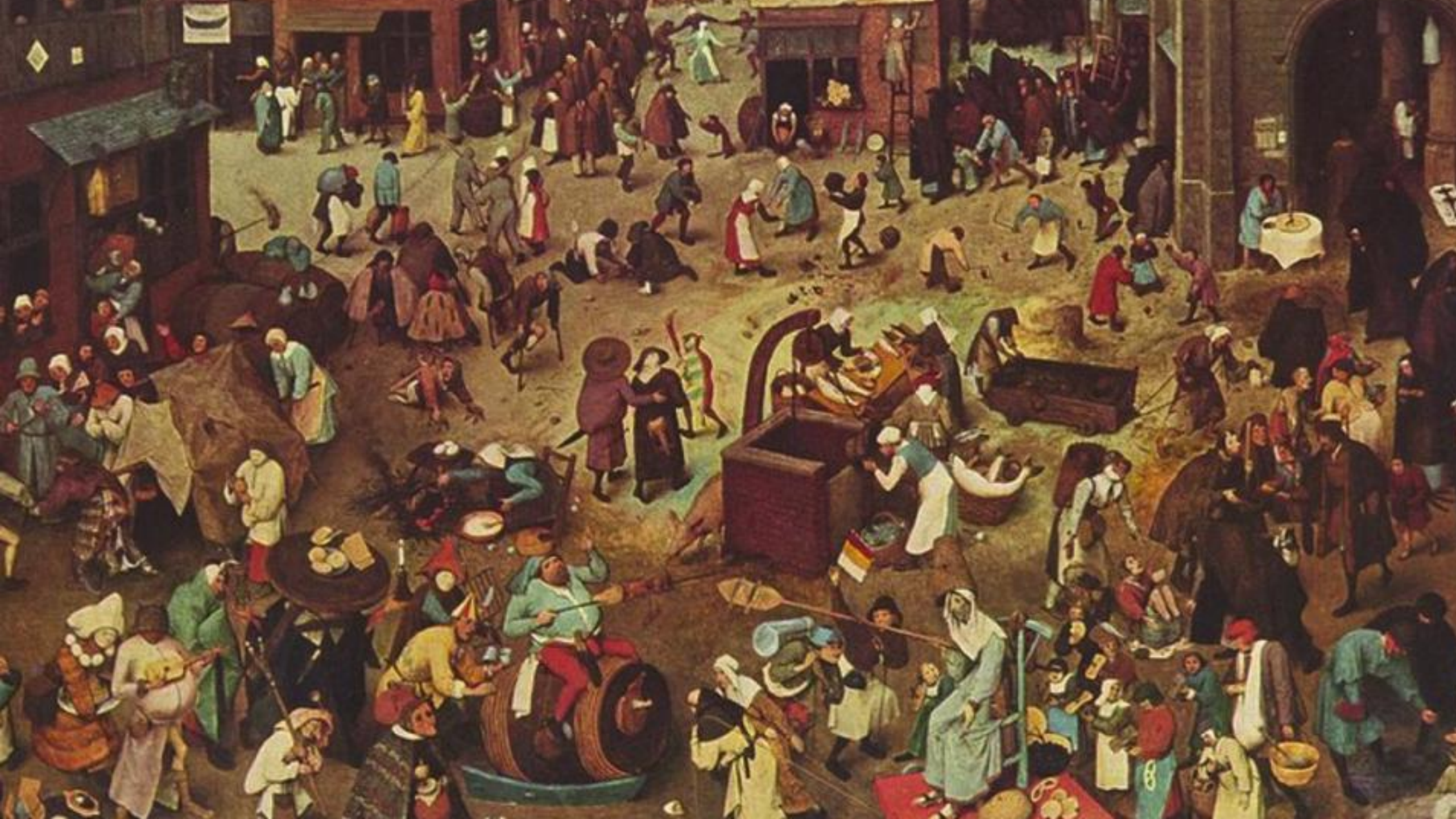
Art Basel | 2013 | Hong Kong



Galleries by City



The Evolution of Art Basel: In the Halls























Cafe East

3E20
Bernard
Jacobson

3E14
Mitchell-Innes
& Nash



3E09
Skarstedt

3E05
Van de Weghe

3E04
Hans Mayer

3E03
Fergus McCaffrey

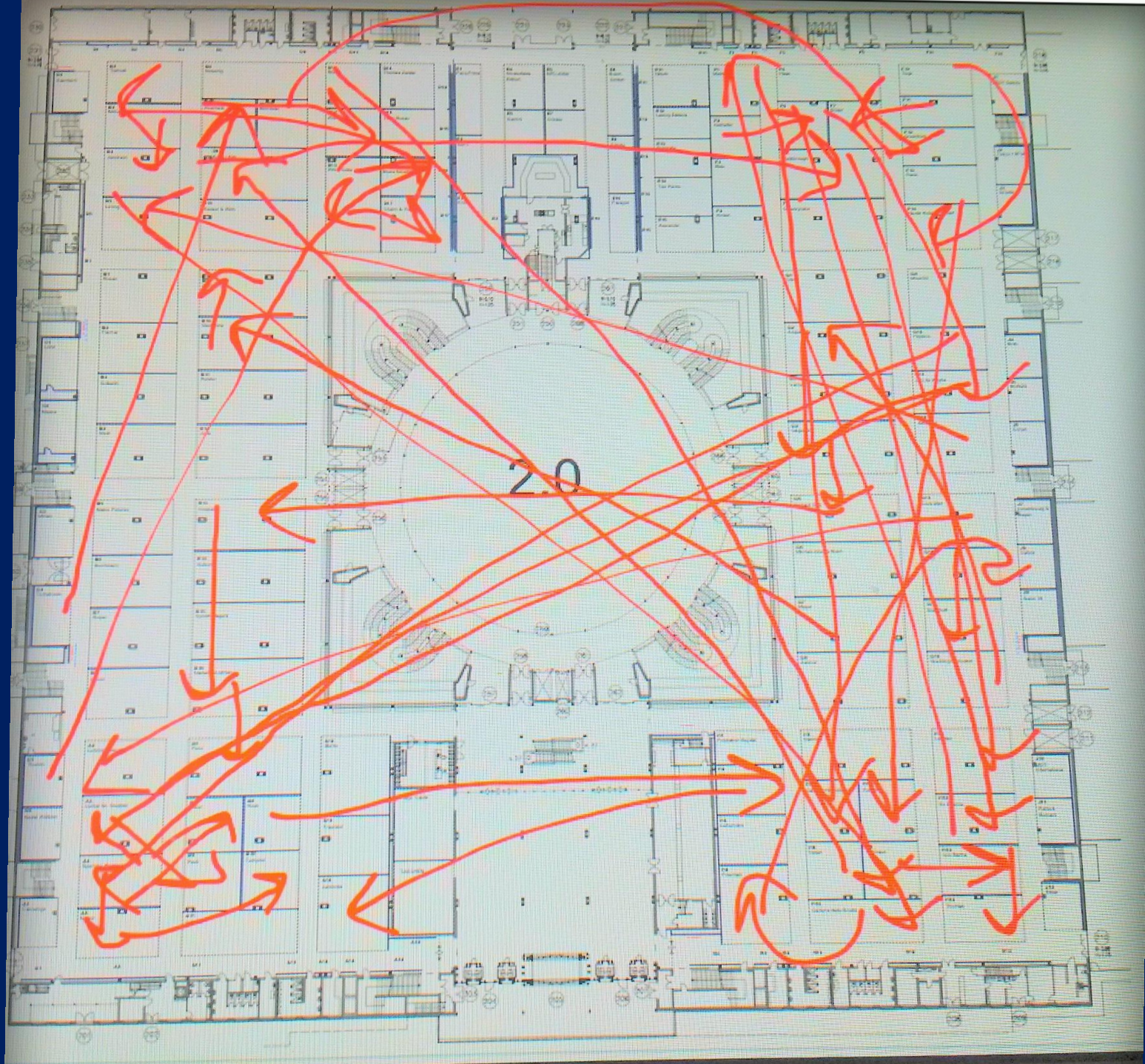


VIP
Entrance

3D



Art Basel



The Evolution of Art Basel: Beyond the Booths





Art | Basel









The Evolution of Art Basel:

Catalyzing clients

for our clients



Director Outreach

VIP Relations

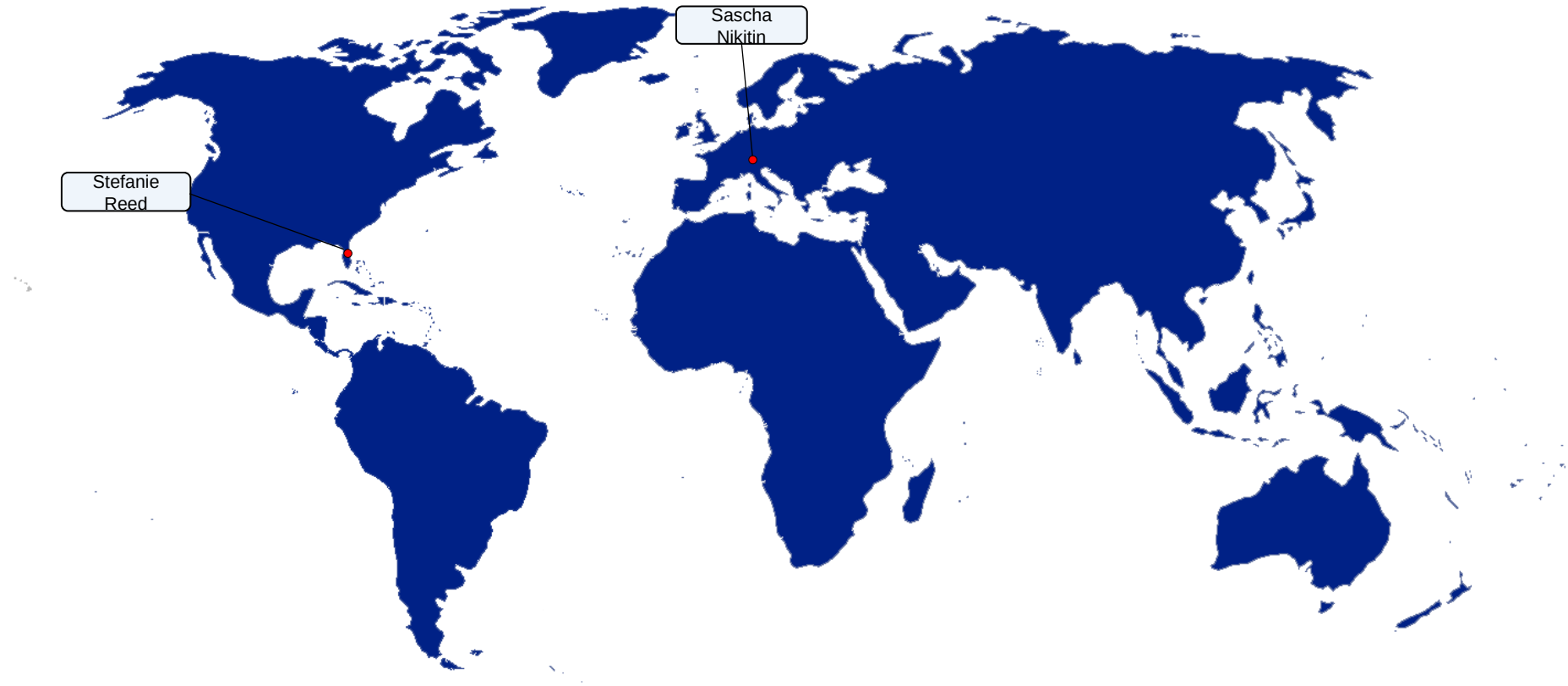
Gallery Networks

Media/PR promotion

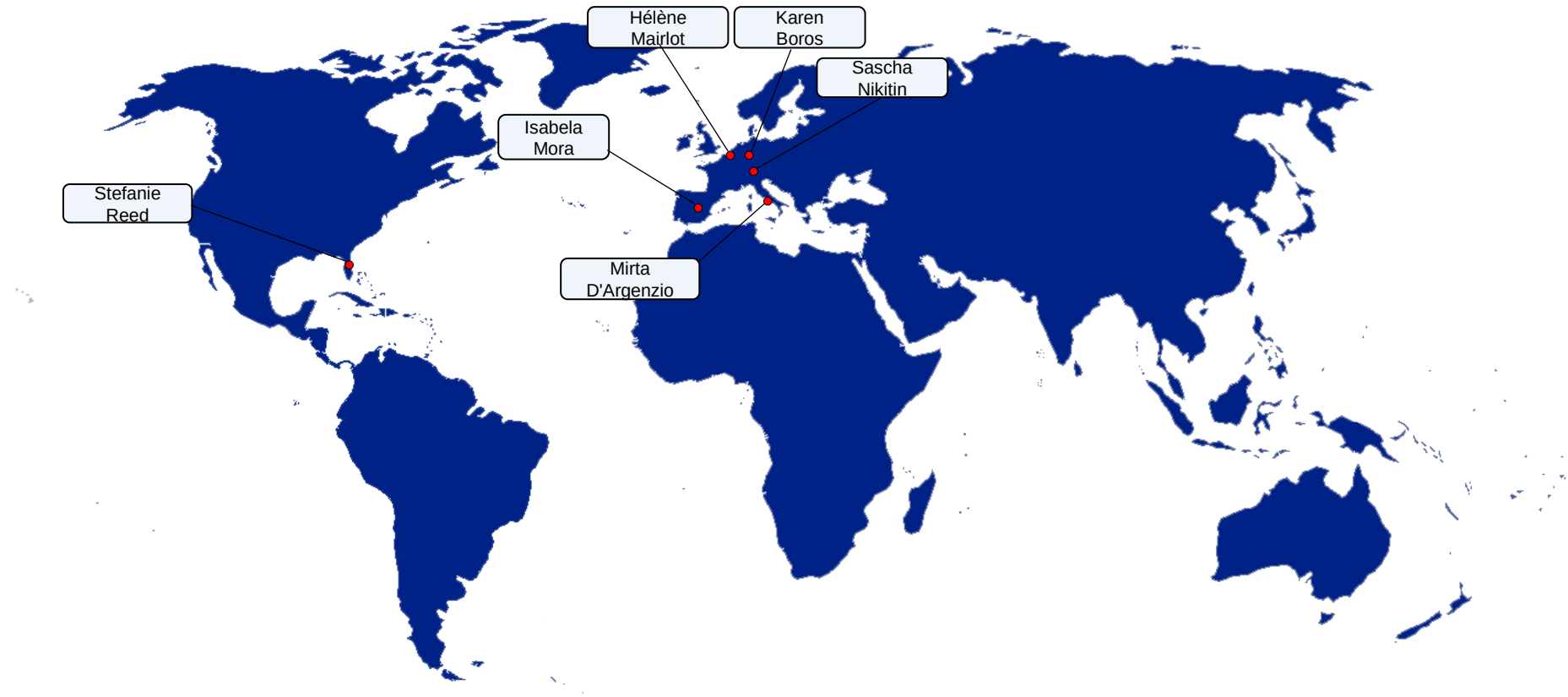
Advertising/MarCom

Social media

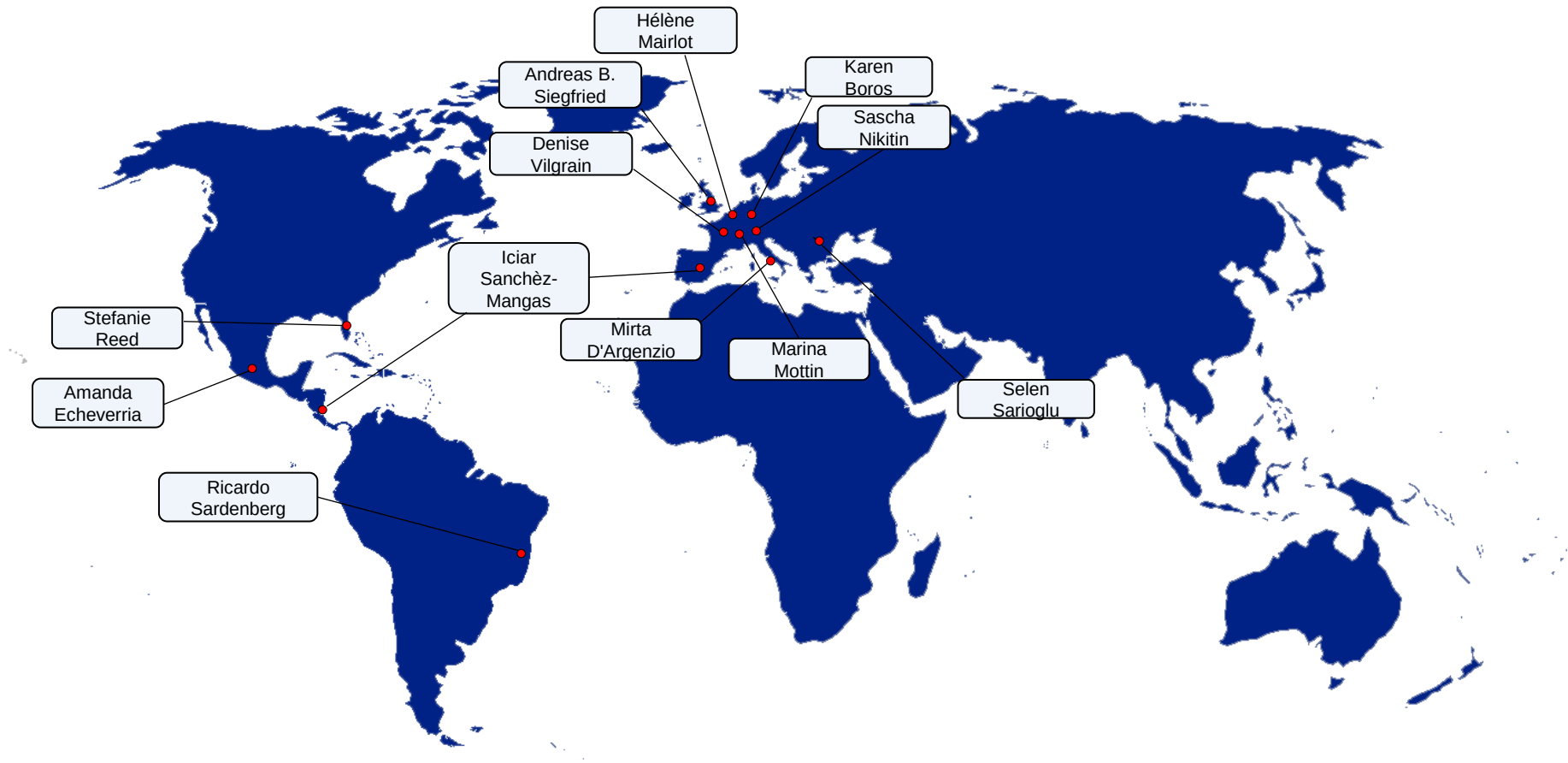
2 VIP Representatives Worldwide in 2002



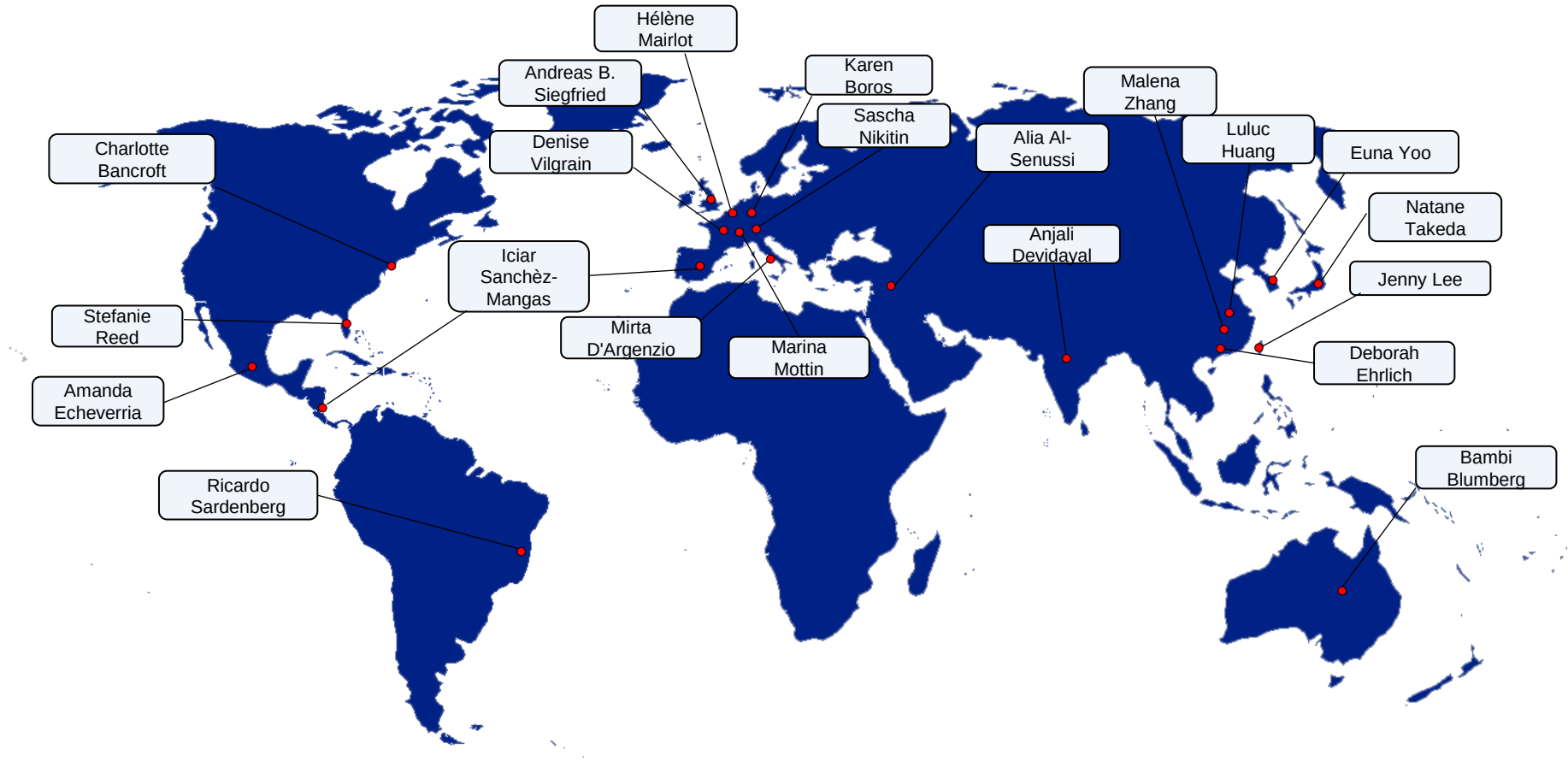
6 VIP Representatives Worldwide in 2005



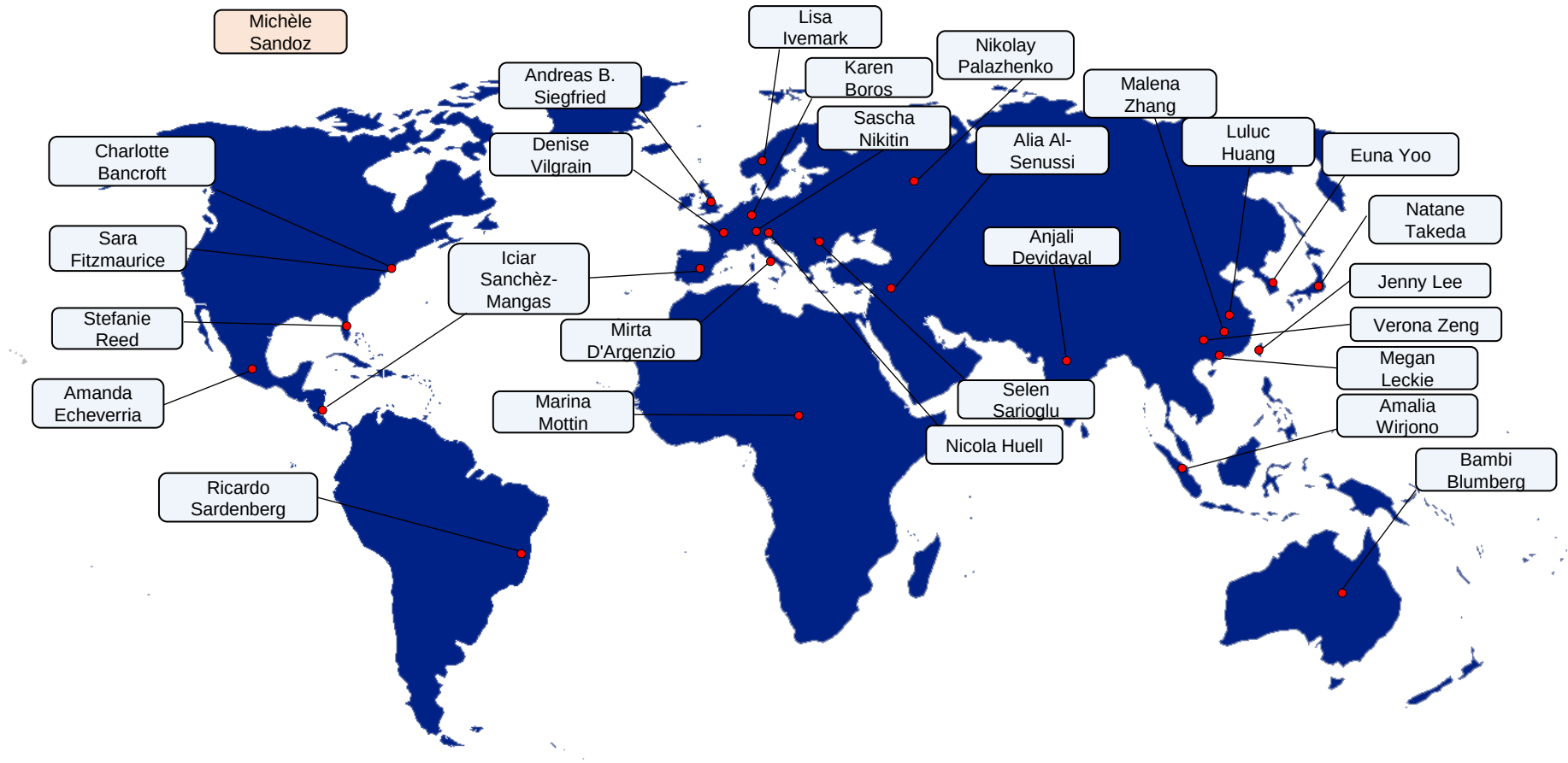
12 VIP Representatives Worldwide in 2011



21 VIP Representatives Worldwide in 2013



28 VIP Representatives Worldwide in 2016













2014



The Evolution of Art Basel:

24/7/365



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2009

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Art Basel 
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365,060 likes

Art Basel

Art Basel added 4 new photos to the album: #artbasel 2016.

April 22 at 7:54am · 

A collection of #artbasel moments via our global community. Check back weekly to see what's new + continue to tag your Instagram photos for the chance to be featured!



Art | Basel

TWEETS
4,606

FOLLOWING
903

FOLLOWERS
236K

LIKES
594

Art Basel

@ArtBasel

Founded in 1970, #ArtBasel stages the world's premiere Modern + contemporary art shows in Basel, Miami Beach + Hong Kong. Find us on Instagram @artbasel.

📍 Basel, Switzerland

🔗 artbasel.com

📅 Joined February 2009

Tweets

Tweets & replies

Media

Art Basel

Art Basel @ArtBasel · 4h

View of Sies + Höke feat. paintings by Jonathan Meese | Galleries 2016 #artbasel





artbasel



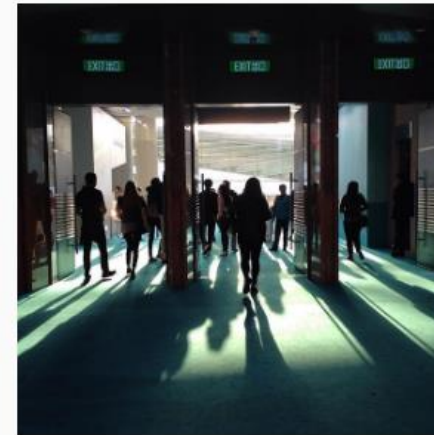
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1,356 posts

547k followers

533 following





hauserwirth

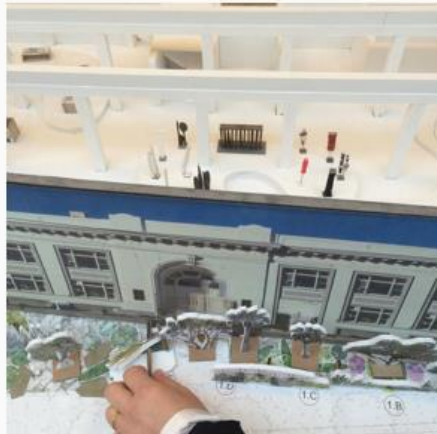
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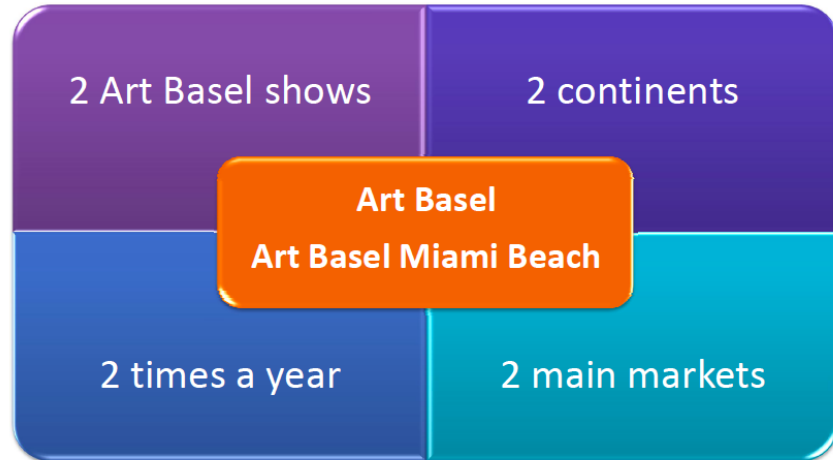
108k followers

198 following

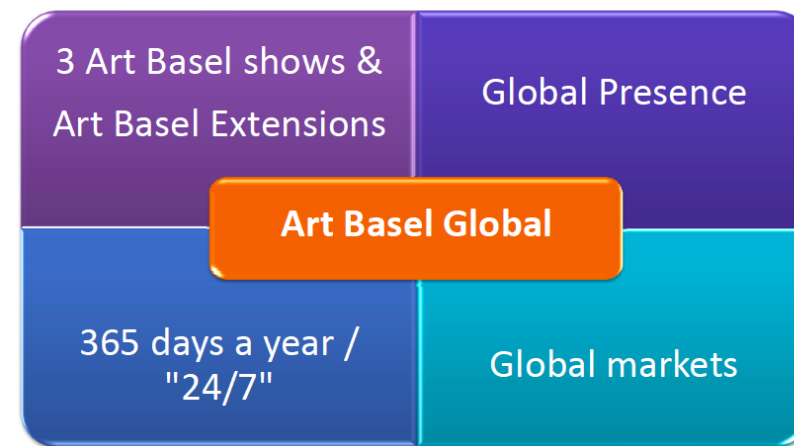


The Evolution of Art Basel: Being Truly Global

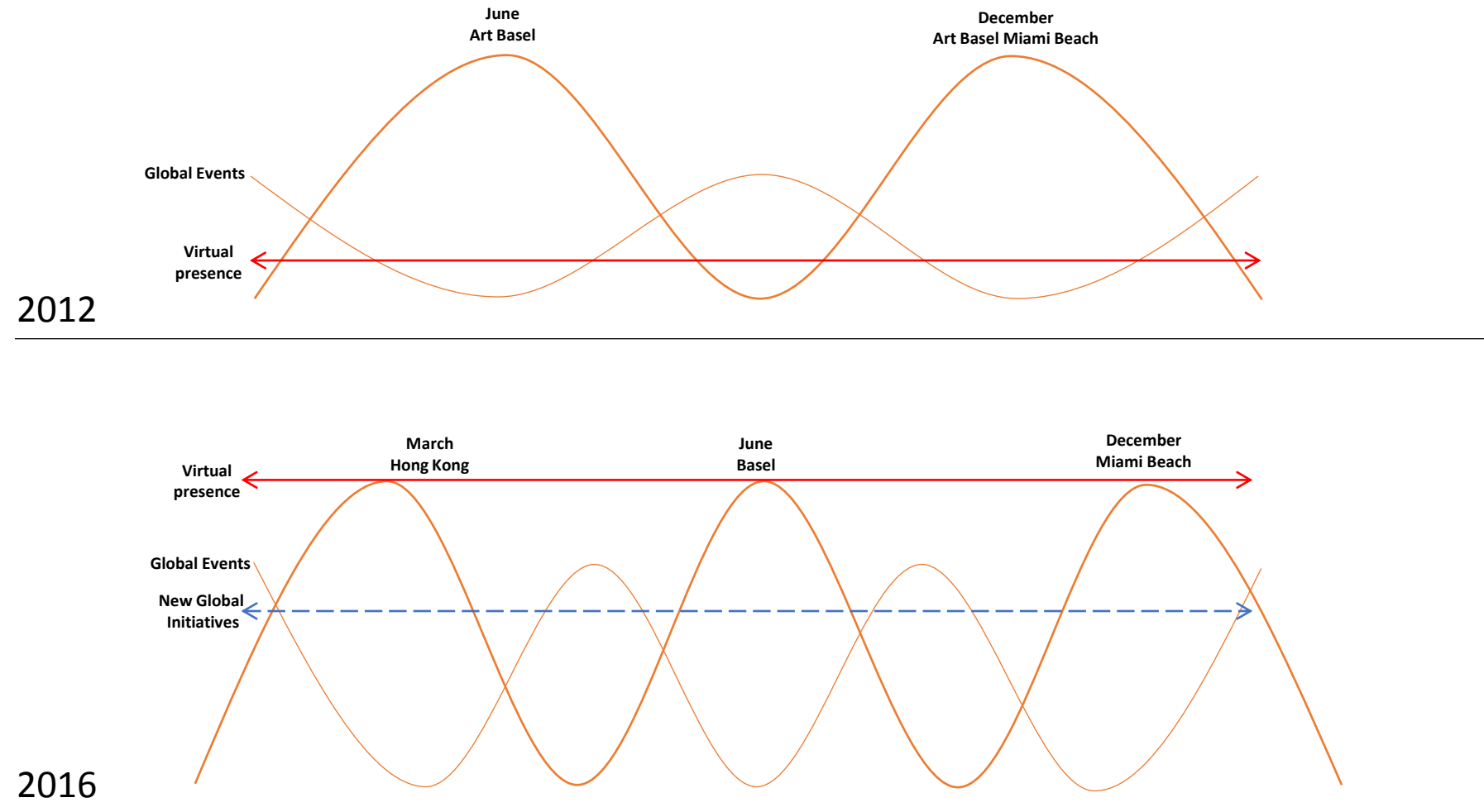
2012



2016



Art Basel's amplified resonance



Art | Basel | Miami Beach
3–6 | Dec | 09

Art | 41 | Basel |
16–20 | 6 | 10

Art | 38 | Basel | 13–17 | 6 | 07

Art | Club | Kunsthalle

Art | Basel | Miami Beach
2–5 | Dec | 10

Art | Basel | Miami Beach
Art | Basel Conversations
Art | Salon

Art | Basel | Miami Beach | 6–9 | 12 | 12

Art | 42 | Basel | 15–19 | 6 | 11

Art | Basel | Conversations
Art | Salon
Program



Welcome to Art Basel

Since 1970, Art Basel's goal has been to connect the world's premier galleries and their patrons, as well serving as a meeting point for the international artworld. Now, over forty years later, its three fairs - in Basel, Hong Kong and Miami Beach - rank as the premier shows of their kind, presenting 20th and 21st century art with a strong curatorial perspective.

Our reputation for showing high quality work has attracted leading international galleries and collectors, offering visitors the most important art from around the world.

Art Basel Cities



Art | Basel | Miami Beach
6-9 Dec 2012

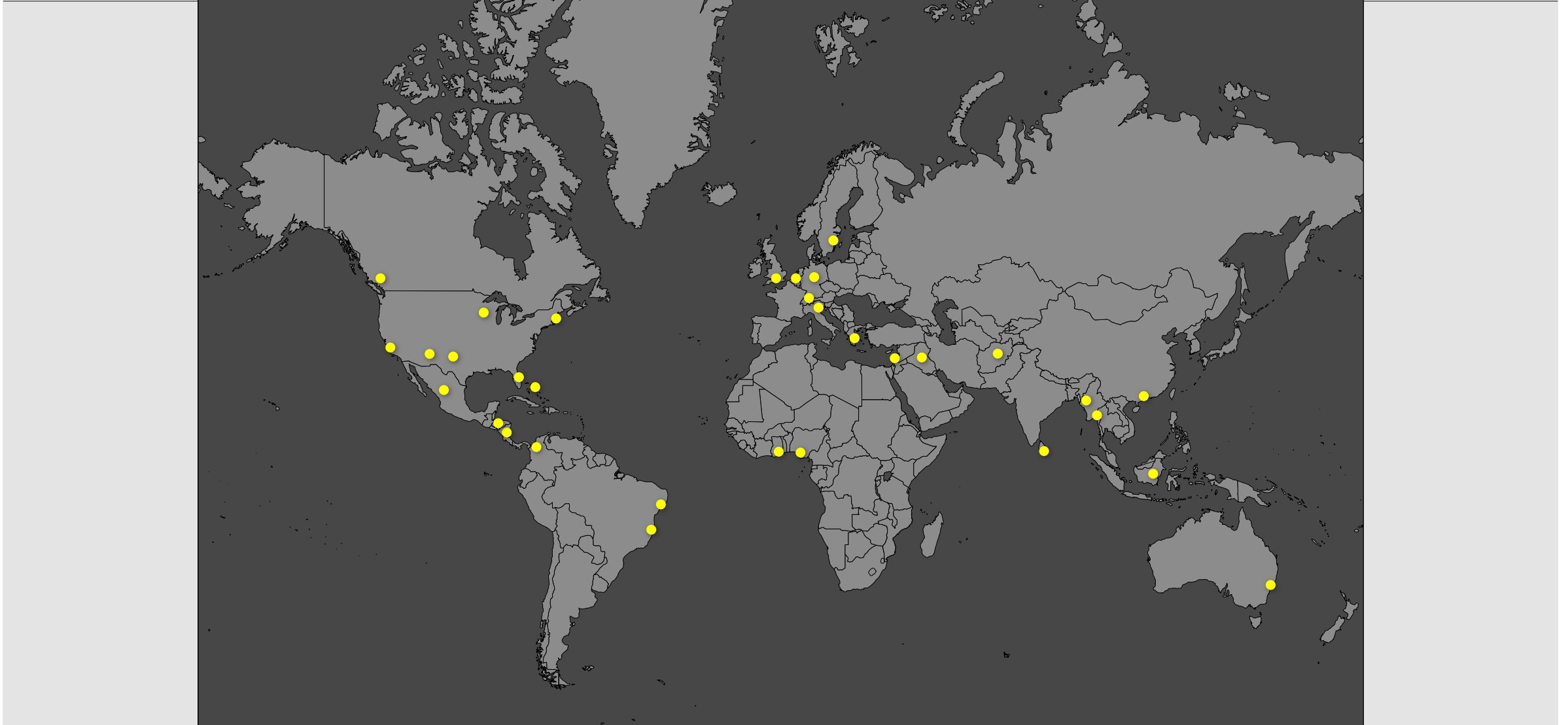
Art Basel
Hong Kong May 22 - 26 2013

Art | 42 | Basel
Catalog

Deutsche Bank



Art Basel Crowdfunding Projects



Art Basel Unveils a Plan to Create New Cultural Capitals around the Globe

ARTSY EDITORIAL
BY ALEXANDER FORBES

MAR 24TH, 2016 5:11 PM



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