



DECEMBER 3 - 8 | 2013  
VIP PREVIEW | DECEMBER 3

## **MASERATI NAMED OFFICIAL LUXURY AUTOMOBILE OF ART MIAMI AND CONTEXT 2013 FAIRS**

### **Art Miami Continues Luxe Hospitality with Maserati VIP Lounge**

**MIAMI, Fla.** (November 22, 2013) – [Art Miami \(www.art-miami.com\)](http://www.art-miami.com) is pleased to announce its continuing partnership with Maserati North America. The luxury automotive brand will host the Maserati VIP Lounge in the Art Miami Pavilion, epitomizing its values of Italian elegance and style, kicking off on the VIP Opening Night of [Art Miami](http://www.art-miami.com) and CONTEXT fairs on Tuesday, Dec. 3 that benefits the Perez Art Museum Miami (PAMM). One of the most important annual contemporary art events in the United States, Art Miami showcases the best available artworks of the 20th and 21st centuries in collaboration with 125 of the world's most respected galleries. Additionally, Art Miami's sister fair CONTEXT is dedicated to the development and reinforcement of emerging and mid-career, cutting-edge artists.

Maserati owners are passionate enthusiasts not just of the Maserati brand, but also cultural and artistic endeavors. The luxury brand follows a careful tradition providing its drivers with an unmatched sporting design and timeless elegance unlike any other vehicle on the market. At Art Miami, Maserati will be displaying the Ghibli S Q4 All-Wheel Drive, a high-powered sports vehicle powered by proprietary, twin-turbocharged V-6 engine built by Ferrari which accelerates from a standstill to 60mph in 4.8 seconds and a top speed at 176 MPH. The Ghibli S Q4 AWD will be available in stores this December starting at \$65,000.

"We are proud to continue our partnership with Maserati and are thankful for the amenities they will provide our guests in the Maserati VIP Lounge during the 24th edition of Art Miami. Maserati has always appealed to our discerning attendees who value the finest in craftsmanship, engineering, performance, luxury, and service. We are honored to provide our guests the opportunity to appreciate the art of luxury automobile making while viewing the new Maserati Ghibli S Q4 AWD and all-new Quattroporte" said Pamela Cohen, Head of VIP Relations, Marketing, Sponsors + Partners for Art Miami, LLC.

Maserati will also showcase their all-new Quattroporte available with AWD and the with a 523 HP V8. This exciting new vehicle will be available in stores this December starting at \$102,000 for the all-wheel-drive version and \$138,000 for the flagship GTS edition. In keeping with Maserati's heritage, both the Ghibli S Q4 All-Wheel Drive and the all new Quattroporte emphasize Italian luxury blended with accessibility providing genuine Maserati performance with added excitement and driving character like never before. The launch of the all-new Quattroporte also coincides with Maserati's 100<sup>th</sup> anniversary in 2014 along with Art Miami's 25<sup>th</sup> anniversary edition.

A highlight of Art Miami VIP status provides access to the exclusive Maserati VIP lounge for guests to enjoy casual Italian cuisine, socialize, reflect and refresh while spending the day at the fairs. Maserati will additionally host an interactive display of the all-new Quattroporte and the Ghibli S Q4 All-Wheel Drive in the outdoor courtyard between Art Miami and CONTEXT in addition to the entrance of the Art Miami Pavilion.

## **ABOUT ART MIAMI LLC**

Art Miami LLC is a partnership consisting of art and media industry veterans Nick Korniloff, Mike Tansey and Brian Tyler. The company annually presents a trio of fairs during Art Week: the 24-year-old flagship [Art Miami](#) – Miami's Premier International Contemporary and Modern Art Fair; [CONTEXT](#) – Miami's International Emerging and Cutting-Edge Art Fair, launched in 2012; and the recently acquired [Aqua Art Miami](#) – among the top fairs for emerging art since 2005. The Art Miami family also encompasses three international fairs of contemporary and modern art at other times of each year: [Art Wynwood](#), over Presidents Day weekend in February, with an additional focus on the growing street art movement; the prestigious [Art Southampton](#) in July at the height of the cultural season in this legendary New York retreat for artists and collectors; and the innovative [Art Silicon Valley/Art San Francisco](#) that debuts in October 2014.



## **ABOUT ART MIAMI**

Miami's Premier International Contemporary and Modern Art Fair, [Art Miami](#) is world-renowned for its outstanding quality, extraordinary variety and stylish gallery-like decor. Miami's longest-running contemporary art fair will celebrate its 24<sup>th</sup> edition December 3-8, 2013, presenting 125 of the most prominent galleries from more than 50 cities in 17 countries, as well as enlightening curated exhibitions and special events. The anchor art fair for the City of Miami will once again be held in an elegant 125,000-square-foot pavilion in Miami's burgeoning Wynwood Arts District. [www.art-miami.com](http://www.art-miami.com)

## **ABOUT MASERATI**

Maserati produces a full line of two and four door models legendary for their spacious handcrafted luxury, thoroughbred performance and everyday usability. In 2013, Maserati introduced an all new full-size Quattroporte and the mid-size Ghibli sport sedan. The flagship Quattroporte GTS leads the charge with a 523 HP twin turbo V8 while both the Ghibli and Quattroporte are available with All-Wheel-Drive, a competition bred twin-turbo 404 HP V6 and an adaptive 8 speed automatic transmission. The two door GranTurismo line continues with several variants of coupes and convertibles which combine elegance and comfort for four adults, with a six speed automatic transmission to keep the legendary Maserati performance and exhaust note close at hand. Maserati automobiles and merchandise can be found at authorized retailers across North America. Information on Maserati can be found at [www.maserati.us](http://www.maserati.us), 1-800- My-Maserati. For global press information and temporary access visit [www.media.maserati.com](http://www.media.maserati.com). Username Autoshow, Password: Maserati. This access will expire on December 28, 2013. Please register individually at [www.media.maserati.com](http://www.media.maserati.com) to access after that date. For more information contact: [media@maseratiusa.com](mailto:media@maseratiusa.com)

## **Art Miami LLC Contacts**

### **VIP Relations, Marketing, Sponsors + Partners**

Pamela Cohen

E: [Perminak@comcast.net](mailto:Perminak@comcast.net)

T: (561) 745-5690

### **Press Relations**

DKC Public Relations

E: [artmiami@dkcnews.com](mailto:artmiami@dkcnews.com)  
Miami: Victoria Martinez Hart

T: (786) 470-3774  
New York: Diana Kashan  
T: (212) 981-5161

Margery Gordon

Communications Manager  
Art Miami LLC

E: [mgordon@art-miami.com](mailto:mgordon@art-miami.com)  
T: (305) 868-5681  
C: (305) 989-0027