

FAENA ART

November 8, 2021

FAENA ART DEBUTS THE PROJECT ROOM DURING MIAMI ART WEEK 2021, AN INAUGURAL SPACE FOR THE NONPROFIT ORGANIZATION TO HOST YEAR-ROUND CURATORIAL PROJECTS

Faena Art Commissioned Large-Scale Site-Specific Artworks by Pilar Zeta For Miami Art Week 2021



(L-R) Pilar Zeta, Andrés Reisinger/Faena Art Project Room, Pilar Zeta. Rendering imagery courtesy of artists.

- The inaugural exhibition for Faena Art's Project Room will feature Barcelona-based artist **Andrés Reisinger's** *The Smell of Pink*, an immersive multisensory site-specific installation commissioned and produced by Aorist.
- Faena Art commissioned various artworks by **Pilar Zeta**, including *Hall of Visions*, a large-scale site-specific installation, and a sculpture entitled *Hatch*, on view during Miami Art Week 2021.
- Faena Art and Aorist launch their digital partnership with the release of NFTs by **Pilar Zeta** that will accompany the artist's monumental installation on the Faena Beach.

(Miami, FL) — **Faena Art**, a 501(c)(3) nonprofit organization that commissions, produces, and houses cross-disciplinary artistic experiences year-round, announces the opening of the Project Room, and commissions of various artworks by Pilar Zeta, among other initiatives supporting the creative community during Miami Art Week 2021. A catalyst for innovative, site-specific, and immersive creative practices, Faena Art bridges the popular and the experimental, making art accessible to all. Live from November 30 to December 5, Faena Art programming for Miami Art Week 2021 will include artist commissions, partner installations and public exhibitions.

Faena Art Project Room

Located in the heart of the Faena District, the **Faena Art Project Room** marks the first dedicated space for the nonprofit organization in Miami, serving as a platform for experimentation and development of innovative ideas. The Project Room will host an artist residency program and a series of artist talks, embodying the ethos of Faena Art, which seeks to foster new models for social interaction transcending the traditional boundaries of art, science, philosophy and social practice. Looking ahead to future Faena Art programming, the Project Room will be a cultural incubator during pinnacle moments in the community, inclusive of Miami Music Week and Give Miami Day. Faena Art has plans to bring the Faena Prize for the Arts to Miami Beach for the first time and will utilize the space to highlight works of artists both known and unknown.

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“As we celebrated 10 years of Faena Art during our inaugural gala in October, we are thrilled to have a space in this community to continue in creating a platform for ground-breaking artists from around the world,” said Faena Art Executive Director, Nicole Comotti.

The inaugural program will feature Barcelona-based artist **Andrés Reisinger**’s *The Smell of Pink*, an immersive multisensory site-specific installation. The presentation is showcased in collaboration with Aorist, a new cultural institution offering a climate-forward NFT marketplace for artists at the edge of art and technology. Commissioned and produced by Aorist, *The Smell of Pink* is part of Aorist’s multi-location launch exhibition titled *Crossroads*, featuring artists whose works act as catalysts and wayfinders along the roads that connect the digital realm and our everyday landscapes. The work will invite audiences into a dream-like experience akin to stepping inside a rose quartz, surrounded by scents inspired by music and nature. Renowned for his merging of digital and physical worlds, Reisinger will create a scent bearing the installation’s title, and the bottle, coupled with the NFT, will be available as a complete work for auction on Aorist on November 30.

Pilar Zeta Commissions

Faena Art commissioned various artworks by **Pilar Zeta**, including *Hall of Visions*, a site-specific monumental installation for Faena Beach, and a sculpture aptly titled *Hatch*, to be featured at the Faena Hotel Miami Beach Cathedral. *Hatch* — a sculpture featuring an egg beginning to crack that connects to the narrative around the larger installation on the beach — refers to a moment of rebirth and realization. Multimedia Artist and Director, Pilar Zeta has a long-standing relationship with the organization and Miami Art Week 2021 presents an opportune moment to realize her artworks in a significant way.

“From my early days as a creator I learned from all my battles to recognize the hand that comes all the way from the invisible to rescue from uncertainty and to take us to the place that we dream to be,” Alan Faena stated during the Faena Art Gala. “I also learned that I want to commit part of my life to becoming that hand to other creators and agents of change.”

Commissioned by Faena Art, the immersive artwork *Hall of Vision* alludes to Argentina’s Madí Movement and pays homage to the history of Art Deco in Miami Beach. Its surreal placement on the beach strays away from realism while acknowledging the existence of solid objects that celebrate pure geometric form. The digital counterpart of the installation – presented in partnership with Aorist as Faena Art’s Primary Digital Partner – consists of a one-minute animation that takes the viewers on a journey through the details of the installation, immersing them into a mystical, futuristic, and unexplored world. The animation will be divided into five shorter clips and converted into unique NFTs to be auctioned on Aorist on November 30.

For more information, please visit <https://www.faenaart.org/>

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– Note to Editors –

About Faena Art

Founded in 2011, Faena Art is a 501(c)(3) nonprofit organization that produces and presents post-disciplinary and time-based artist-led experiences year-round. A catalyst for innovative, site-specific, and immersive creative practices, Faena Art bridges the popular and the experimental, making art accessible to all. Faena Art fosters new models for social interaction transcending the traditional boundaries of art, science, philosophy, and social practice.

Now celebrating 10 years of developing extraordinary talent, Faena Art continues in this passionate pursuit, including through the Faena Prize for the Arts initiative. The Faena Prize for the Arts, a biennial international juried prize, has for over a decade been integral in identifying and supporting ground-breaking artists from around the world at any stage of their career. Faena Art plans to bring the Faena Prize for the Arts to Miami Beach in 2022.

<https://www.faenaart.org/faena-prize/>

Faena Art Project Room

3420 Collins Ave
Miami Beach, FL 33140

PARTNER EXHIBITIONS

Complementing the Project Room and site-specific installations by Pilar Zeta, Faena Art is supporting partner exhibitions with The ReefLine, Aorist, and Unique Design, among many others, on view during Miami Art Week 2021, November 30 – December 5. For more information, please visit <https://www.faenaart.org/exhibitions/>

About Aorist

As Faena Art's Primary Digital Partner, Aorist will release a series of NFTs as the digital counterpart of various artist commissions to be auctioned on Aorist on November 30. Aorist is a next-generation cultural institution offering a climate-forward NFT marketplace for artists creating at the edge of art and technology. With a cross-disciplinary program of exhibitions, commissions, partnerships, and an incubator, Aorist bridges the digital and physical domains while supporting experimentation, co-creation, and innovation. <https://aorist.art/>

About Pilar Zeta

Argentinian-born artist Pilar Zeta works as a Multimedia Artist & Director in the United States. Zeta's art is heavily influenced by her upbringing and having been introduced to esoteric philosophies from a young age, Pilar Zeta's understanding of Neo-Metaphysical concepts is ubiquitous throughout her various artistic creations. She describes her artistic style as 'mystical futurism.' <https://pilarzeta.com>

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