

# The New York Times

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## Fashion & Style

THE BUZZ

### Partying Is an Art, Too

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THE bacchanal known as [Art Basel Miami Beach](#) enters its second decade — bigger, richer, longer and, if it's possible, snobbier than ever before. Here are 10 of the most talked-about events from the fair, which officially takes place from Thursday to Dec. 9.

#### 1. FIRST DIBS

The main [Art Basel](#) fair doesn't open to the public until Thursday (earlier for V.I.P.'s, of course). But the action this year starts on Monday, the better to target international collectors and early arrivals. A new fair for emerging contemporary [art, Untitled](#), pitches its tent (literally) beachside and has its first V.I.P. viewing on Monday. The **Pulse Art Fair**, specializing in experimental art, moved up its V.I.P. showing to Tuesday. The partying also begins Tuesday, with museum openings, private dinners and pop-up clubs.

*Untitled Art Fair, Ocean Drive and 12th Street; [art-untitled.com](#). Pulse Art Fair, Ice Palace at 1400 North Miami Avenue; [pulse-art.com](#).*

#### 2. FASHION FLOCK

Comparisons to Fashion Week have never been more apt. Fashion brands are descending en masse this year, particularly to **Miami's Design District** ([miamidesigndistrict.net](#)), fast becoming a haute boutique strip. Cartier has an exclusive dinner, Prada opens a store, Dior Homme hosts cocktails and Fendi shows Warhols. Other labels with well-timed appearances include Hermès, Louis Vuitton, Christian Louboutin, Maison Martin Margiela and [Marni](#).

#### 3. NIGHT LIFE

The French are at it again. **Silencio**, David Lynch's louche lounge in Paris, opens a pop-up club in the Delano Hotel basement (Tuesday to Dec. 8), displacing **Le Baron**, another Paris hot spot. No worries: Le Baron moves to a new spot, announced each night (Tuesday to Dec. 9) at 6 p.m. To find it, download the Where Is Le Baron? app at [whereislebaron.com](#), or follow @lebaronfamily on Twitter. Knowing where, of course, doesn't guarantee entry.

<http://www.nytimes.com/2012/12/02/fashion/at-art-basel-miami-beach-partying-is-an-art-too-the-buzz.html>

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*Silencio at the Delano Hotel, 1685 Collins Avenue; [silencio-club.com](http://silencio-club.com).*

## 4. CHECKING IN

After a drought, some new hotels make a splash. **SLS South Beach** (1701 Collins Avenue; [SLShotels.com](http://SLShotels.com)), designed by Philippe Starck, hosts a Thursday party for Visionaire and [Net-a-Porter.com](http://Net-a-Porter.com). The **James Royal Palm** (1545 Collins Avenue; [jameshotels.com](http://jameshotels.com)) has a private dinner for Tobias Meyer and Peter Brant on Tuesday. The **Freehand** (2727 Indian Creek Drive; [thefreehand.com](http://thefreehand.com)), designed by Roman & Williams, is a haute hostel that manages to make bunk beds look sexy. And the **Gale South Beach** (1690 Collins Avenue, [galehotel.com](http://galehotel.com)) will have a pop-up version of Amy Sacco's Rec Room club.

## 5. FOR THE BENEFIT OF

Thank Sean Penn. Two years ago, he helped raise seven figures for Haiti relief. This year, nonprofits making their Art Basel debut include **amfAR**, with a fundraiser at the Soho Beach House on Thursday. Chanel has an auction and dinner there on Wednesday for the **Henry Street Settlement**. MoMA PS1 has a [Hurricane Sandy](http://Hurricane Sandy) benefit at the [Delano](http://Delano) on Friday. And the good news: virtually every Chelsea gallery scheduled to attend Art Basel is still going.

## 6. BLOCKBUSTERS

Like a proud host, Miami's burgeoning museums will bring out their best. "The Endless Renaissance: Six Solo Artist Projects" opens at the **Bass Museum** (2100 Collins Avenue; [bassmuseum.org](http://bassmuseum.org)) on Thursday. The Museum of Contemporary Art North Miami (770 NE 125th Street; [mocanomi.org](http://mocanomi.org)) opens its show on **Bill Viola**, the graying pioneer of video art. A V.I.P. preview is on Tuesday, followed by a private dinner.

## 7. SUPER-SIZE PUBLIC ART

**Desi Santiago** is installing a Godzilla-size black dog at Lord's South Beach (1120 Collins Avenue; [lordssouthbeach.com](http://lordssouthbeach.com)), a hotel. **Snarkitecture** designed an inflatable entrance to Design Miami (Meridian Avenue and 19th Street; [designmiami.com](http://designmiami.com)). And for the second year, Art Basel turns **Collins Park** into an outdoor gallery, with 22 large-scale sculptures, videos and live performances.

## 8. TRENDING

If "relational aesthetics" was the buzz term a few years back, the phrase being

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bandied around now is “**screen culture**” — a nod to the plethora of digital art shown on projection walls, iPads and laptops. Exhibit A is “Moving the Still,” a festival of animated GIF images curated by Paddle8 and powered by Tumblr in the Wynwood arts district in Miami.

*“Moving the Still,” 318 NW 23rd Street, Miami; [movingthestill.tumblr.com](http://movingthestill.tumblr.com).*

## 9. EARLY BIRD

Breakfast is the new dinner. The conceptual artist **Jennifer Rubell** started this bleary-eyed trend, with a Thursday morning breakfast project at the [Rubell Family Collection](http://rfc.museum) (95 NW 29th Street, Miami; [rfc.museum](http://rfc.museum)). Also on Thursday, **Creative Time** has a Champagne brunch at Villa Azur (309 23rd Street). A Bavarian-themed breakfast will be served at **Design Miami** by Audi. Think hammocks, beer and stollen.

## 10. MIAMI SOUNDS

There’s almost as much [music](#) as art. **A\$AP Rocky** performs on Wednesday at the Delano for a party hosted by Playboy and the Hole Gallery. **Ssion** performs for Pulse at the Shore Club on Friday. The Scope Art Fair showcases emerging bands all week at its Midtown Arts District pavilion. And the **Chromatics** play on Friday at the Gusman Center for the Performing Arts. That’s not including all the D.J. sets, smaller venues and surprise performances. Between gigs, there’s always plenty of art to see.