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Cohen, Alina. "Who's Buying the Enormous Artworks at Art Basel." *Artsy*.
December 16, 2019.



Standard booths on art fair selling floors aren't amenable to large-scale artworks. Try mounting a [50-foot-long tent](#) or a multi-channel video, and you'll find there's little space for anything else. To accommodate galleries' desires to show such ambitious art, the 2019 edition of Art Basel in Miami Beach debuted a new sector, "Meridians." The Grand Ballroom in the newly renovated Miami Beach Convention Center offered an ideal hosting space, just an escalator ride up from the main show.

Sean Kelly discussed his \$475,000 Jose Dávila installation, which featured lights wrapped around a tree, in similar terms. The piece that featured in Meridians is on reserve to a foundation and prompted the sale of several other works by Dávila, Kelly said.

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As mega-galleries continue to mount shows they deem “museum quality,” Art Basel takes similar steps to give their shows a dose of institutional clout. Major curators organize Encounters, Unlimited, and Meridians. Horowitz noted that in the future Arriola will be able to commission art for the fair and work with artists directly. As the line between institutional and commercial settings grows ever thinner, one hopes that artists themselves will ultimately benefit, gaining opportunities to produce ambitious new works for an increasingly spectacle-hungry audience.