

KEY Art + Design Fair
MIAMI ART WEEK • DECEMBER 2–6, 2026

KEY ART+ DESIGN FAIR

Where Global Contemporary African
Diaspora Art, Design, Music + Culture
Converge during Miami Art Week

Oceanfront • Mid-Beach Park
4601 Collins Avenue • Miami Beach



THE FAIR

A Global Platform for African Diaspora Art

Where Global art, design, and music converge.

KEY Art + Design Fair is the “Fine Arts Homecoming” — where the culture meets each year during Miami Art Week to celebrate art, design, and music.

HBCU student and alumni artists shine alongside emerging and mid-career artists from Africa, the Caribbean and the Americas. Through curated exhibitions, special programming and immersive experiences, KEY connects artists to collectors, curators and art lovers worldwide.



DEC 2–6

11 AM–6 PM • evenings to 11 PM

1 ACRE

Oceanfront • Mid-Beach Park, Miami Beach

32,000 SF

Year Two footprint

ABOUT MIAMI ART WEEK



ABOUT ART BASEL & MIAMI ART WEEK

Miami Art Week, often referred to by the name of the anchor art fair, **Art Basel**, is a city-wide cultural phenomenon held annually during the first week of December. It encompasses a constellation of art fairs, exhibitions and events across Miami and Miami Beach.

Dates: First week of December (December 2-6, 2026)

Attendance: Over 100,000 visitors per day

Economic Impact: Over \$547 Million

Art Sales: Over \$1.3 Billion

Age Range: 25-65+

Attendees: Art Collectors, Curators, Artists, Art Dealers, Museum Directors, Cultural Scholars, World Travelers, Tastemakers, Celebrities and Global Luxury Brands

Diversity: Miami's fairs are known for celebrating racial, cultural, and national diversity

Thank you for allowing **KEY Art + Design Fair** the opportunity to present this unique opportunity to join us on our celebration of the African Diaspora's groundbreaking contributions to art and design during the largest, most prestigious cultural event in the world, **Art Basel Miami** (Miami Art Week).

THE AUDIENCE

Curated access. The right room.

For collectors, institutions and brands seeking meaningful cultural proximity.

KEY Art + Design Fair is built for serious collectors searching for artists whose work belongs in important collections today and whose ideas will help define the art history of tomorrow.

Museum professionals, curators, scholars, art advisors, cultural leaders and sophisticated consumers meet within an environment designed for discovery and relationship-building.

Private previews, curator-led tours, collector conversations, artist encounters, dedicated lounges and invitation-only hospitality create the curated access increasingly valuable during a crowded Miami Art Week.

25K

Projected reach across five days

VIP

Private RSVP + hospitality

35–65

Core professional + collector audience

18–22

Next-generation HBCU pipeline



THE AUDIENCE

Age Range: 35-65 years old

Gender: All genders with a focus on women (55-60%)

Income: \$75K–\$250K+ for general audience; \$250K–\$1M+ for VIP collectors

Education: College-educated; many hold graduate or professional degrees

Occupations: Art Collectors, Curators, Museum Professionals, Creatives (Designers, Filmmakers, Photographers), Legal, Medical, Tech, Finance, Entrepreneurs, and Lifestyle Influencers

Location: Primarily from New York, Atlanta, DC, Miami, LA, Houston, Chicago, Toronto, UK, Nigeria, Ghana, South Africa, France, Caribbean

Travel Behavior: Willing to travel for cultural experiences, especially to major cities like Miami for Art Basel, New York for Broadway shows and museum exhibits; Travels to the Caribbean, Europe, Africa & Asia for leisure.

Cultural Interests: Contemporary Art, Design, Architecture, Fashion, Music, Live Performances, African & Diasporic Culture, and Social Justice

Buying Behavior: Supports Black-owned brands and creators, Collects original art, prints, limited editions



THE MISSION

KEY ART + DESIGN FAIR

OBJECTIVES

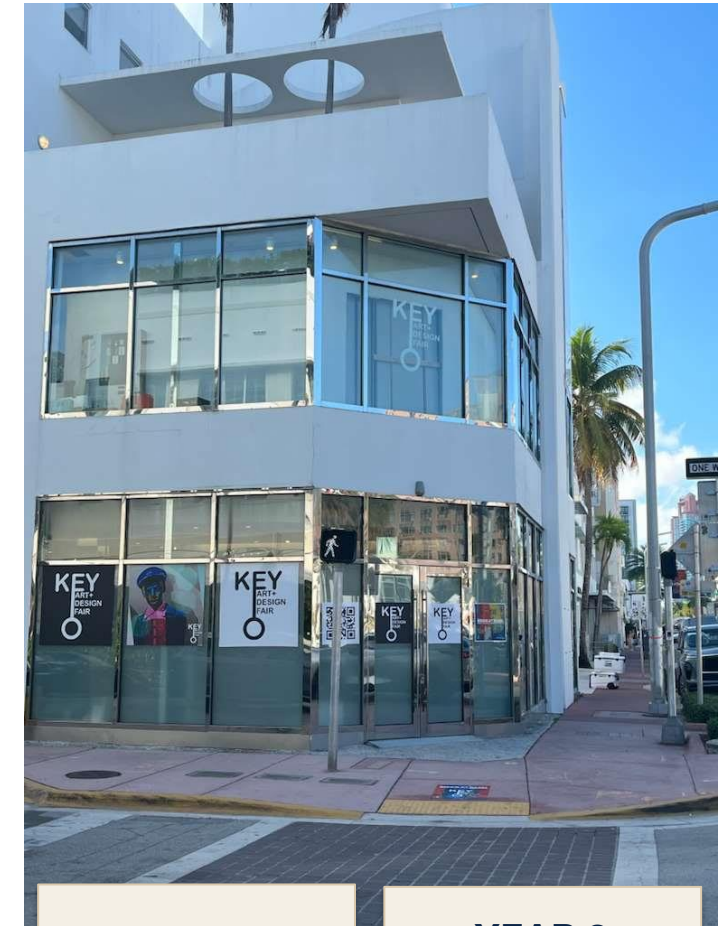
- Focused on artists of the African Diaspora from the Caribbean, the Americas, Europe & African
- Bridging **fine art, design, performance art, culinary art and culture**
- A curated experience in the heart of Miami Beach
- A platform that uplifts emerging voices and internationally celebrated talent
- An opportunity for **art & design students** to participate through exhibits and events
- An immersive **cultural destination** during the largest exhibition of art in the world.

WHAT TO EXPECT

- Museum-quality** gallery booths featuring global black artists & designers
- Daily **programming** talks, panels, and performances
- VIP** receptions and dinners
- Designer lounges, soundscapes, and **experiential activations**
- Sponsor-hosted** activations, pop-ups, and co-branded experiences



Howard University's Chadwick A. Boseman College of Fine Arts housed their Bison at Basel exhibit at the 2025 KEY Art + Design Fair — establishing an early bridge between emerging HBCU talent and the international Miami Art Week ecosystem.



YEAR 1
15,000 SF

8th & Collins debut

YEAR 2
30,000 SF

1 acre on the
oceanfront

THE MOMENT

The Proposition



At 4601 Collins Avenue, KEY Art + Design Fair occupies a distinctive position within one of the world's most important annual gatherings of the international art market.

The audience is already here in Miami Beach...join us.

KEY is designed for discovery: established voices in dialogue with a new generation, serious collecting alongside intellectual exchange, and art placed within the broader cultural forces of music, fashion, design, technology and ideas. The ambition is not simply to present Black art, but to create a meeting place for the people helping determine its future.

**Miami brings the world.
KEY Art + Design Fair reframes the conversation.**

FASHION

DESIGN

MUSIC

PERFORMANCE

CULINARY ARTS

GLOBAL ART

ARCHITECTURE

FILM

10 · CULTURAL ASSETS

5 Days 5 Nights One Global Stage



Wed Dec 2 **Miami Beach Community Day**
Doors Open to the City
Marching Band Performance
Live Music Performing Artist

Thu Dec 3 **HBCU Welcome Day**
Panel Discussion
Comedy Showcase
VIP Yacht Party
Live Music Performing Artist

Fri Dec 4 **Legacy Day with a Night to Remember**
Taste of the Culture: A Cultural Culinary Experience
Live Music Performing Artist

Sat Dec 5 **Homecoming Celebration**
HBCU Panel + Luncheon
Recognizing Notable HBCU Students + Alumni in the Arts
Live Music Performing Artist

Sun Dec 6 **Sunday Service**
Live Music
Sunday Brunch

KEY CONVERSATIONS

Where the Art Market Meets Intellectual Life

Ideas worth debating. Art worth collecting.

BLACK ART HISTORY

Who Will Write the Next Chapter of Black Art History?

GLOBAL MARKET

Africa and the Diaspora: The Next Great Art-Market Frontier

BLACK IMAGINATION

Beyond Representation: Spirituality, Metaphysics and the Black Imagination

COLLECTING

The New Black Collector

ART + FUTURE

Art, Technology and the Black Future · Fashioning Blackness

Beyond the conversations...live Jazz, Afrobeats, Rhythm & Blues, Soul, Caribbean traditions and contemporary sounds animate an environment built around art, hospitality and connection.

Global reach.
Institutional ambition.
Emerging pathways.



“Global Black art deserves a global platform equal to its extraordinary influence on contemporary culture.”
-Ludlow E. Bailey, Artistic Director + Chief Curator

CULTURAL PARTNER · CADA

Founded two decades ago by Ludlow E. Bailey, CADA International (Contemporary African Diaspora Art), is a global platform dedicated to advancing the visibility, scholarship, and market value of artists of African descent worldwide. CADA's focus is to reframe the global narrative of Black Art through strategy, scholarship, and market intelligence.

THE CURATOR: CADA



Curator Ludlow Bailey presents:

**15th Annual
CADA Art Basel
Panel Discussion
on Contemporary
African Diaspora Art**

Art Deco Museum
1001 Ocean Drive
Miami Beach, FL 33139

AfroSpiritual Energetics
Art Exhibition
December 6 - 8, 2024

Panel Discussion
**Sunday, December 8, 2024
12:00pm - 4:00pm**

CADA
Contemporary African Diaspora Art
www.cada.us | www.cadaonline.us



CADA
Contemporary African Diaspora Art

**BLACK EUPHORIA
ART EXHIBITION
DECEMBER 8-10 2023
ART DECO MUSEUM
1001, OCEAN DRIVE
MIAMI BEACH, FL 33139
WWW.CADA.US**

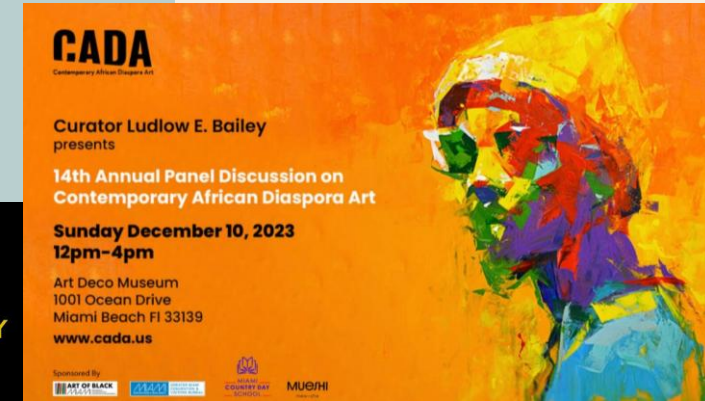


Ludlow E. Bailey
CADA International
Presents
11th Annual Panel Discussion on
Contemporary
African Diaspora Art

**Sunday,
December 6th, 2020
2 pm - 4 pm** | **Live Stream**

WWW.CADA.US

Artist: Stan Squirewell



CADA
Contemporary African Diaspora Art

Curator Ludlow E. Bailey
presents
**14th Annual Panel Discussion on
Contemporary African Diaspora Art**

**Sunday December 10, 2023
12pm-4pm**

Art Deco Museum
1001 Ocean Drive
Miami Beach FL 33139
www.cada.us

Sponsored By: 



Artist: Stephen Arboite

Curator Ludlow E. Bailey
Presents
**15TH ANNUAL
PANEL DISCUSSION**
Contemporary African Diaspora Art

**Sunday, December 8, 2024
12:00 pm to 3:00 pm**

Art Deco Museum
1001 Ocean Avenue
Miami Beach, FL 33139

CADA
Contemporary African Diaspora Art
www.cada.us



THURSDAY
DECEMBER 1
ART BASEL
2022

**BLACK
ART
YACHT PARTY
& NETWORKING EVENT**

ABOARD THE "MIDNIGHT SUN" YACHT
1635 N. BAYSHORE DR. MIAMI, FL. 33132

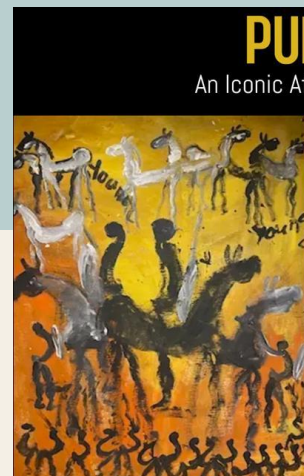
8 P.M. - 10 P.M. | 10 P.M. - 12 A.M.

HORS D'OEUVRES | DINNER | OPEN BAR
JAZZ, CARIBBEAN, HIP HOP, VIOLINIST & AFRO BEATS MUSIC

PRESENTED BY: LUDLOW E. BAILEY
CURATOR, MIAMI CADA

KERLEE BAKER
ATTORNEY/COLLECTOR, DC BAYE

ART TALK | CONTEMPORARY AFRICAN DIASPORA ART EXHIBITION | ART SALES



PURVIS YOUNG
An Iconic African American Visionary Artist

LUDLOW E. BAILEY
CURATOR

Opening Thurs. 11.18.21
6pm - 8pm
FATVillage
531 NW 1st Ave., Ft. Lauderdale, FL

Sponsors & Media Partners



WHY BRANDS PARTNER WITH KEY

Cultural participation, not conventional sponsorship.

Art and luxury increasingly share the same ecosystem of creativity, innovation, craftsmanship, cultural influence and sophisticated global consumers.



EXCLUSIVE

Own a meaningful cultural asset, collector environment or signature experience.

TURNKEY

Collector hospitality, programming and guest experience within one curated platform.

CREDIBLE

A serious contemporary-art context gives the brand an authentic reason to be in the room.

CAPTURABLE

Build RSVP, gifting, opt-in lead capture and post-event engagement into the activation.

PARTNERSHIP

Own the experience. Not just the signage.

Selected partners move beyond conventional sponsorship into meaningful cultural participation.

PARTNER WITH PURPOSE. PARTNER WITH CULTURE.
SPONSORSHIP LEVELS



**PRESENTING
PARTNER**
\$150,000+

- Category exclusivity
- Premier brand visibility
- VIP hospitality suite
- Speaking opportunity
- Custom activation
- Year-round recognition



**NAMING
PARTNER**
\$75,000

- Naming rights to major component
- VIP hospitality
- Prominent brand visibility
- Custom activation
- Recognition



**GALLERY
PARTNER**
\$35,000

- Brand visibility
- VIP access
- Custom activation
- Recognition



Custom partnerships and cultural activations available to align with your brand's objectives, audience and level of engagement.



CORPORATE GIVING: KEY EMERGING ART FUND, INC. • 501(c)(3)

KEY Emerging Art Fund, Inc. supports and advances the work of artists from diverse, often underrepresented backgrounds. Through exhibitions, educational programs, public art initiatives, and professional development, the organization fosters collaboration, cultural equity, and innovation across contemporary art, music, fashion, architecture, and design.

JUST THE BEGINNING

The culture is here. The sand is waiting...

Miami Art Week brings the world to Miami.
KEY Art + Design Fair intends to give the world a compelling reason to experience Global African diaspora art differently.

Come to discover. Come to collect. Come to debate ideas.
Come for the music, fashion, design and cultural energy. Meet the artists, thinkers and collectors shaping what comes next.



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partner@keyartfair.com • keyartfair.com • [@keyartfair](https://www.instagram.com/keyartfair)