



# Art | Basel

## MIAMI ART WEEK



40% 60%  
AGE 18 - 45

### EVENT SUMMARY:

Basel House is THE place during Art Basel Week where murals, eclectic music, cocktails, and the coolest vendors meet. This 6th annual event brings you TOP street artists from all over the world and the most Instagram worthy moments of Art Basel!

Interactive brand experiences, street artists, and lifestyle pop-up shops comes together to produce a one of a kind experience amongst this massive mural collaboration in the heart of Miami's Wynwood Art District.



30+ Million  
MARKETING  
IMPRESSIONS



350,000+  
COMBINED  
SOCIAL MEDIA  
FOLLOWERS



80,000  
ATTENDANCE

[www.baselhouse.com](http://www.baselhouse.com)



60+  
ARTISTS



100+ ART, CRAFT &  
LIFESTYLE VENDORS  
30+ FOOD TRUCKS



WYNWOOD : RC COLA  
& SURROUNDING STREETS

### DATE :

December 6<sup>th</sup> – 8<sup>th</sup> 2019 (Fri - Sunday)

### TARGET DEMO :

Millennials, Hipsters, Art Connoisseurs,  
Culture Seekers, Locals & Tourists

### FEATURES :

Craft Cocktails, Food Trucks, Art and Lifestyle Vendors, Live Art, Music and Entertainment, Murals, Brand Activations, Interactive Art Installations, FREE Event (VIP & Media Invite ONLY Experiences)