



SUPERBLUE MIAMI BUILDING FACT SHEET



Project Description: Located in the Allapattah neighborhood directly across from the Rubell Museum, Superblue Miami transforms an unused 50,000 square foot industrial building into a centrally located cultural resource for the South Florida community and visitors to the region. Featuring more than 30,000 square feet of flexible installation space, Superblue Miami enables the simultaneous presentation of multiple, large-scale and interactive works that immerse and engage visitors as part of the art itself. A dedicated programming and event space supports Superblue's robust year-round schedule of talks, performances, workshops, and family programs, as well as event rentals.

Opening date: December 22, 2020

Location: NW 23rd Street, Miami, Florida

Venue Features: The 50,000-square-foot venue includes:

- **Approximately 31,000 square feet of flexible installation space** that can be custom-built and adapted to the specificities of experiential art installations.
- **6,000 square feet of flexible event space**

- **Outdoor café with locally sourced menu** and eco-friendly dishware
- **Shop** with artist-inspired items

Inaugural Program: Superblue's first venue in Miami opens with dynamic large-scale installations created by three of the world's leading experiential artists. The inaugural program features the debut of a new immersive environment by Es Devlin, a transcendent digital world created by teamLab, and an enveloping light-based *Ganzfeld* work by James Turrell.

The inaugural installations are collectively comprised of:

- 7,500 square feet of projections
- 22 projectors
- 30 computers
- 670 LED lights
- 199,999,999 pixels

Project Leadership: Marc Glimcher, Cofounder and Board Chair
Mollie Dent-Brocklehurst, Cofounder and Chief Executive Officer
Marcy Davis, Chief Operating Officer

Project Team: Kobi Karp Architecture and Interior Design, Architect of Record
Zubatkin Owners Representation, Site Development
Link Construction Group, General Contractor

About Superblue Superblue is a groundbreaking new enterprise dedicated to supporting artists in realizing their most ambitious visions and engaging audiences with experiential art. Its network of artists encompasses the leading practitioners of experiential art, whose practices catalyze engagement with the most pressing issues of our time and generate new perspectives on our world.

Through its experiential art centers, which are specifically designed for presenting large-scale, immersive art installations, Superblue provides artists with expanded opportunities to transport audiences to the new worlds they create. Superblue additionally acts as an advocate and agent for experiential artists by fostering opportunities for them to expand the reach of their work through collaborations with museums, collectors, visual and performing arts festivals, architects, municipalities, and place-makers. Superblue provides these partners with unparalleled expertise and support for the production, installation, and presentation of large-scale experiential works, through collaborative presentations, public and private commissions, and acquisitions.

Media Contacts: Francesca Kielb / Christina Ludgood / Sarah McNaughton
Resnicow and Associates, superblue@resnicow.com, +1 212-671-5161