

# The NY Art World Makes Mad Dash To Art Basel Miami Beach

*Artist Eddy Bogaert and gallerist George Bergès converge onto Miami for the worlds largest contemporary art fair.*

MIAMI, FLORIDA, UNITED STATES, November 23, 2016 /EINPresswire.com/ -- The clock is ticking and the rush is on as gallerists, artists, luxury brands and venues race to secure their takeover of Miami and Miami Beach for the world's largest contemporary art fair - Art Basel. The pressure of securing sponsors and booking entertainment, catering, and lighting is to be able to present their art in a way to motivate collectors from around the world and the public to buy that perfect piece they can't live without. The myriad of openings and brand launches every night keep the city a blaze every night as celebrities support their favorite artists and party into the morning light.

Miami Art Week has become the super bowl of the art world and it is very easy to get lost in the shuffle so, we have profiled New York Artist [Eddy Bogaert](#) and George Borges Gallery as the ones to watch this year. We asked them both what it takes for them to prepare for Miami Art Week and why is it important for them to be a part of it?

The Wall Street Journal took note of Eddy Bogaerts work last year and was quoted in saying "Eddy Bogaert gave one-on-one tours in which he held forth at length on his vision and technique. Here, one might say, is the less commercial, more "authentic" artistic experience."

His plan is to continue on the same path with his opening "The Subconscious Of The Dimensional Mind" December 1, 2016 to be held at the Rec Room in the Gale South Beach at 6pm. Eddy Bogaert's work is described as a multi-dimensional, counter balance that taps into your desires and represents the release of primal emotions and thought. His complex style and pieces go beyond just what you see. To suggest his work is simply described as "mixed media", is only the tip of the iceberg. His pieces exist on several planes and at the same time are like a portal into different dimensions that require guests to use 3-D glasses, black light and normal lighting to experience its entirety. His artwork recently caught the eye of [Wilhemina Models](#) NY and used his art as the theme of recent campaign for New York Fashion Week.

His exhibit opening is taunted to be one of the hottest in the art world during Miami Art Week and is a "must" for art enthusiasts looking for the ultimate model party mixed with a little rock n roll, glitterati and celebrities.

He explained that as an up and coming artists, it is a major part of his yearly schedule to be a significant part of the Art Basel experience. It is the one time of year where all the collectors, artists, celebrities and media from around the world gather together for one week. It's the only place in the world where a discerning collector could very easily buy all the available pieces of a show simply because, he can recognize the worth and value in an artist and the longevity of his work.

Eddy Bogaert is represented by Georges Bergès Gallery of SoHo, New York and make the perfect combination to take on the challenge of changing the business of art. Georges Bergès is leading a transformation in the way contemporary art is examined, purchased, sold, and appreciated.

In his recently opened SoHo gallery, Bergès features a private salon open exclusively to his collectors and artists. In this setting, both can mingle and build three-dimensional relationships through the work being exhibited.

The first step in the creator's larger plan for innovation and modernization in today's art market, Bergès plans to build upon this flagship location to create an international network of contemporary galleries, which would offer a larger, more secure market for artists and collectors alike. In harmony with this global perspective and valuation of artists with diverse cultural voices, Bergès remains deeply invested in all the artists he represents, and collectors can feel secure in the continued quality, originality and access to artists and artworks of this caliber.

We look forward to seeing this dynamic duo in person as we take in the work they both have put into transferring their concept from New York to Miami Beach.

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