



GLOBAL
Fine Art
AWARDS

Overview

The culmination of a year-long process to discover the best curated art and design exhibitions and installations will occur in Miami on Monday, November 30th with the live presentation of the winners of 2015 Global Fine Art Awards (GFAA).

GFAA is the first annual program ever created to recognize the best curated art and design exhibitions and installations worldwide. There are currently eight award categories, judged by prominent art experts. "Youniversal," the ninth award, recognizes the most *popular* nominee, and is selected by public voting on the GFAA website and social media.

Launched in 2014, last year's nominees hailed from as far east as Qatar, and west to the Getty Museum in Los Angeles – with exhibitions and installations from 18 countries, 36 cities and 5 continents. Award categories span the entire timeline of art history, from Ancient to Contemporary, and this year also include new categories of Design, Photography and Fringe.

The red carpet, live award ceremony in Miami will host GFAA nominees and luminaries of the art world – editors and publishers, museum directors and board trustees, gallerists, artists and collectors. Additionally, gala tickets are available to the public and may be purchased through the Fiscal Sponsor of the GFAA program – [Fractured Atlas](#).

Throughout the evening, guests will meet and mingle with the nominees and fellow supporters of the GFAA. The focal point will be showcasing the curated videos of each of the award finalists, directed by GFAA Advisory Board member, Juan Carlos Zaldivar, an Academy Award and Emmy Award nominated Film maker.

Leadership | International professionals in art, academia, technology and business:

Judges

- Peter Trippi, Editor-in-Chief, *Fine Art Connoisseur* magazine
- Dean Phelus, Senior Director of Leadership Programs, American Alliance of Museums (AAM)
- Gina Costa, Art Historian and Curator, formerly at The Metropolitan Museum of Art, NYC; The Art Institute of Chicago; Professor of art history at several US Universities
- Dr. Barbara Aust-Wegemund, Art History Consultant and Curator, Ph.D. Art History from the Christian-Albrechts-University, Kiel, Germany, with additional studies in London and Perugia, Italy.

Leadership Team

- Judy Holm, GFAA President and CEO, Founder of Aspirations PR, Art Concierge, MBA from l'Ecole Supérieure de Commerce de Paris (ESCP)
- Renee Farina, Gallery Owner, MA Art History and History of the Art Market, Christie's Masters, Modern and Contemporary Departments
- Andres Ramirez, Architect, MA in Journalism, MA Art Business from Sotheby's Institute, Editor of SUMMUS Magazine
- Betsie Piussan, NY School of Interior Design, MBA at NYU, studies at l'Université de Paris and l'Ecole du Louvre.
- Danny Gonzalez, Owner of Datasys Marketing Consulting Company and website development professor
- Patricia Wyrod, General Counsel and Corporate Law Attorney- experienced in technology, digital copyrights and start-ups; Advanced degree in European Union Law
- Nancy Richmond, Ph.D. in Digital Ethnography; Professor of Social Media at FIU College of Business
- Ivonn Gohman, International real estate specialist, Business owner, Art collector and former gallery owner

Advisory Board

- Hedva Ser, UNESCO Artist for Peace
- Terence Riley, Architect, former Director at Miami Art Museum and MoMA New York
- Brian Schriner, Dean of FIU College of Architecture + The Arts
- Juan Carlos Zaldivar, Academy Award and Emmy Award nominated film maker; Sundance Institute Juror
- Ty Murphy, CEO of the Universal Film & Festival Organization, former Management Committee of BAFTA (British Academy of Film and Television Arts); member of the NUJ and DGGGB
- Tiffany Chestler, Director of Cultural Programming at DACRA and Craig Robins art collection
- Patricia Lannes, Founder of CALTA21 (Cultures and Literacies through Art for the 21st Century), Chair of Global Latino Network of the AAM
- Peter Hansen, Attorney in investment banking, Museum board member and charity auction organizer, Art collector
- Ron Flavin, International business growth and funding consultant and business owner
- Mauricio Ferrazza, MFA in Computer Animation, Founder of MIA Animation conference, Chair of Miami Animation & Gaming International Complex at Miami Dade College School of Engineering+Technology

About the GFAA Program

The GFAA program honors innovation in design, historical context, educational value, and public appeal. The program's mission is to develop interest and passion for fine art, and further its educational role in society.

This annual award program recognizes and rewards the best curated fine art and design exhibitions in museums, galleries, art fairs and biennials, as well as public installations. For eligibility in this year's edition, each nominee was created and opened between Aug 1, 2014 and Jul 31, 2015.

The basis for the research and selection of nominees is ongoing review of over 50 sources of art editorial and critique. More than 200 museums and 1,000 exhibitions are vetted during the process.

In 2014, there were 62 nominees selected in 5 award categories- which represented 18 countries, 36 cities and 5 continents. Of the top 100 art museums visited in the world, 26 were among the GFAA nominees, including 11 of the top 20 (April 2014, *The Art Newspaper*).

This year, the GFAA judges will select winners in the following award 8 categories: Contemporary and Post-War; Impressionist and Modern; Renaissance, Baroque, Old Masters and Dynasties; Ancient Art; Photography; Design; Fringe/Alternative; Public or Outdoor Installation. The 9th award, "Youniversal," is determined by public voting.

The program will ultimately grow to approximately 20 award categories, including more art categories and individuals (curators and artists).

In May, 2015, GFAA achieved Fiscal Sponsorship through New York-based Fractured Atlas, and thus qualifies for non-profit status for grants and tax deductible charitable donations.

Digital Experience | Global Access

The GFAA program provides global access and the *virtual* experience to see the exhibitions through digital media. The website showcases an aggregated collection of the world's best exhibitions produced during the past twelve months, featuring the 60+ nominees. Each nominee, grouped within award categories, links to the institution's digital content- providing additional educational exposure.

In 2014, the GFAA team produced 25 customized videos, one for each Finalist. Each was curated to unique music in a contemporary format. The videos are featured on the GFAA website, the YouTube channel, and shown live at the awards ceremony in Miami.

Extensive social media provides marketing and promotion of the positioning of the brand, and updates regarding the program and nominees.

In 2015, the program will significantly grow its digital audience with a new website, more social media, and expanded voting for the Youniversal Award.

Live Celebration | Honoring Nominees and Award Winners

The GFAA Award Ceremony and Gala leverages significant art audiences and media attention by producing a live ceremony and event in Miami during one of the most highly-attended week of art fairs in the world (Art Basel Miami Beach and satellite fairs). In 2014, 90,000 people visited the Miami-based art fairs.

Key Accomplishments in 2014

- 5 international press releases to 4,000+ media outlets, which garnered 25% full reads, more than 1,300 media pick-ups, and over 500 million impressions in the US and Europe
- online voting with *thousands* of votes
- ceremony and event for 175 guests at the elegant Villa Azur Restaurant in Miami Beach
- *World Red Eye*, top social photography company in Miami shot the event with [coverage](#) on their site
- 3 articles and photos in *Fine Art Connoisseur* magazine
- branding and logo, website, social media
- engagement of top art institutions and leaders in the community (see sample [quotes](#))
- 25 videos with curated custom music for each of the GFAA Finalists

Vision and Goals

GFAA endeavors to be world renowned as the premier art and design award program.

Within one to three years, we plan to develop and operate an academic research Academy based in Miami.

The award ceremony will gain awareness through broad social media reach, video exposure and eventually via televised broadcasting. This will not only bring stronger recognition of the nominees and the art world, but also garner advertising and sponsorship support.

Recognition and Support

The program is flourishing with the continued support and partnership of the AAM (American Alliance of Museums), many other important arts organizations, educational and media partners including FIU, *Fine Art Connoisseur* magazine and Family Office Elite.

- *Fine Art Connoisseur, Family Office Elite, Nob Hill Gazette, American Alliance of Museums (AAM), Association of Art Museum Directors (AAMD), Vastari, Miami Dade County Department of Cultural Affairs, FIU College of Architecture + The Arts (CARTA), FIU College of Business, Miami Dade College School of Engineering+Technology, Fractured Atlas, Traveling Exhibits Network (TEN)*

Endorsements from our Partners

"What an incredible feat you pulled off...I was amazed! Best wishes!! Dean" Dean Phelus, Senior Director of Leadership Programs, **American Alliance of Museums**

"Congratulations to the most-deserving winners. The Global Fine Art Awards is a visionary program, and I am honored to be part of the Advisory Board in the future". Dean Brian Schriener, **FIU College of Architecture + The Arts**

"I cannot thank you enough for the tremendous opportunity of including Laurent Perrier Champagne into your superlative event, Global Fine Art Awards. The demographic was amongst the most prestigious that Miami may ever welcome. Your presentation and format was with the most impeccable eloquence. Your dedication and passion to the arts augments' the status of Miami. Elegance on all fronts!" Sarah Halstead, SE Regional Manager, **Laurent-Perrier US**

Accolades from the Art Community

"This is wonderful news! Thank you Judy." John A. Giurini, Assistant Director Public Affairs, **J. Paul Getty Museum, Los Angeles**

"I am proud to receive the Global Fine Art Award for "Permission to be Global" and would like to thank the Jury and organizers of this memorable event". Ella Fontanals Cisneros, **Cisneros Fontanals Art Foundation (CIFO), Miami**

"Thank you ...and please extend our thanks to the judges for nominating the Guggenheim Museum's 2014 exhibition, *Italian Futurism, 1909-1944: Reconstructing the Universe*, for this newly founded award." Dr. Vivien M. Greene, Senior Curator, 19th- and Early 20th-Century Art, **Solomon R. Guggenheim Museum, New York**

"We are thrilled to learn that *Strange Beauty* has been selected as a Finalist for a Global Fine Art Award. This is very exciting news...Thank you again and best wishes for a very successful awards! Yours sincerely, Jane " Jane Knowles, Head of Exhibitions, **The National Gallery, London**

"We at Creative Time are so proud to support this ambitious work, and to have had the immense privilege of working with visionary artist Kara Walker This enormous, incisive, and resonant work underscores our belief that public art creates a unique space to engage in difficult conversations." Anne Pasternak, President / Artistic Director, **Creative Time, New York**

"Thank you ...as you may know...I shepherded the show and worked very closely with David Hockney's curator Gregory Evans. Very exciting" Richard Benefield, Deputy Director **Fine Arts Museums of San Francisco**

"Thanks ... the Global Fine Arts award. I am honored to be a finalist!" Sarah Kennel, Associate Curator, Department of Photographs, **National Gallery of Art, Washington D.C.**

"We are delighted to hear that one of Dairy's exhibitions (*Julian Schnabel: Every Angel has a Dark Side*) has been nominated for a global award. Many thanks and best wishes" Deirdre Kelly, Director, **Dairy Art Centre, London**

"Thank you, we are all very excited about this nomination." Lavinia Rinaldi, press officer. **Fondazione Palazzo Strozzi, Florence**

"We are very honored to have been nominated!.. Thank you again for the nomination! Best wishes," Lauren Bergman, Assistant Curator, Modern Art, **LACMA, Los Angeles**

www.globalfineartawards.org

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