

March 12, 2021

Ms. Deborah Tackett  
Historic Preservation & Architecture Officer  
Planning Department, City of Miami Beach  
1700 Convention Center Drive  
Miami Beach, Florida 33139

**Re: Friends of the Bass Museum, Inc. d/b/a Bass Museum of Art – Letter of Intent for Historic Preservation Board Application for a Sculpture Installation in Collins Park**

**Certificate of Appropriateness**

Dear Ms. Tackett:

This shall constitute The Bass Museum of Art's Letter of Intent in support of our Historic Preservation Board Application for approval of the Certificate of Appropriateness with the installation of a sculpture in Collins Park. With this application, The Bass is seeking approval to continue to display the neon sculpture, *Eternity Now*, 2015 by artist Sylvie Fleury on top of the museum's Art Deco façade facing Collins Park for up to 3 years.

The Bass' mission aims to create connections between international contemporary art and the museum's diverse audiences. The Bass shares the power of contemporary art through experiences that excite, challenge, and educate. The museum was founded in 1963 when the City of Miami Beach accepted a collection of Renaissance and Baroque works of art from collectors John and Johanna Bass, and renamed the collection that was housed in the Miami Beach Library designed in 1930 by Russell Pancoast to the Bass Museum of Art. The founding collection consisted of 500 works, primarily European Old Master paintings, important textiles, and religious sculptures. After celebrating its 50<sup>th</sup> Anniversary in 2014, the Bass Museum is currently undergoing an interior renovation that will expand its programmable space by nearly 50 percent, which will fortify the growth of the museum as a major cultural institution.

Building on the success of its temporary public art program *The Bass Projects*, formerly *tc: temporary contemporary*, as well as its partnership with Art Basel Miami Beach, *Public*, the Bass Museum has displayed the neon sculpture by Sylvie Fleury since 2015, on the top of the museum's façade of the Russell Pancoast building. In 2020, The Bass initiated *Art Outside*, a public art exhibition that offers residents and visitors the opportunity to see and experience a network of public artworks throughout the City of Miami Beach. Conceived in light of the socially distant world due the COVID-19 pandemic, *Art Outside* takes the form of a curated parcours, expanding beyond The Bass' Collins Park campus to multiple partner sites throughout the city.

The success of *Art Outside*, *The Bass Projects* and *Public* demonstrate that the exhibition of world-class contemporary art is essential to activating public spaces with art and enriches the

lives of all residents, visitors, and passers-by. The Sylvie Fleury sculpture, along with The Bass' other outdoor works, continues to position Collins Park as an iconic destination while furthering the museum's vision of a city in which art is a part of everyone's daily lives.

**Artist Bio:**

Sylvie Fleury (b. 1961) lives and works in Geneva, Switzerland. Fleury is known for her seductive works that re-contextualize status symbols, luxury goods and brand slogans. Fleury draws from elements of twentieth century art and consumer society to investigate the ideas of cultural desire. Her works explore the construction of identity and the absurdity of the quest for self-perfection. Fleury has been a significant figure on the international art scene since her first exhibition in 1990. Her work is included in the collections of the Museum of Modern Art, New York, the Modern and Contemporary Art Museum, Geneva, the Daimler Contemporary, Berlin, and the Migros Museum of Contemporary Art, Zurich. She has had solo exhibitions at the Centre de Arte Contemporaneo in Mala-ga, Salon94 in New York, Galerie Thaddaeus Ropac in Paris, Almine Rech in Brussels, and Karma In-ternational in Zurich. In October 2015, Sylvie Fleury was awarded the prestigious Geneva Société des Arts Prize.

**Description of Artwork:**

The installation is comprised of a neon sign, reading "ETERNITY NOW". The 30' foot wide neon installation is colored "Mediterranean turquoise". The frame dimensions are 16'8" L x 8'3"H x 5'D (Eternity) and 13'6" L x 8'3"H x 5"D (Now). The neon letters are framed by steel shadow boxes with the same linear quality, which reiterates the artist's choice of font. The letters are supported from behind and below by two triangular, steel structures; one per word. The shadow boxes are welded to the support. Each section is weighted in place by sandbags and has a built-in transformer for each section.

Based on the above, we respectfully seek your favorable review and recommendation of approval for this application. Thank you in advance for your considerate attention to this request. If you should have any questions or require additional information, please feel free to contact me directly at (786) 477-6023 / email: [szambrano@thebass.org](mailto:szambrano@thebass.org)

Sincerely,



Sherry Zambrano Jackson  
Registrar of Collections & Exhibitions