

# Getting the Most Out of Art Basel Miami Beach

An Interview with Sam Keller,  
Director, Art Basel Miami Beach

By Saxon Henry

No one knows Art Basel Miami Beach better than its director, Samuel Keller, who heads a dynamic team each year to produce what has become one of the most respected art fairs in the U.S. Keller believes that Art Basel is unique because quality is first and foremost. "We focus on making a very strong selection when we look at which galleries will work with us and which artists they will be presenting," he explains. "We also have an edge because there is no other place where you can see such a diversity of art in all mediums and from all continents."

According to the director, it's the mix of events that makes Art Basel a good fit for a wide spectrum of art enthusiasts. "Someone who has never been exposed to art can attend the show and quickly become informed," says Keller. "We offer guided tours, and every morning we have panel discussions with major collectors and curators." Keller also suggests that those new to the fair build relationships with gallerists and artists. "They know about the artwork and can help new collectors learn," he explains.

One of his art show's biggest benefits is its accessibility.

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"The partnership between Art Basel and UBS — for our original show in Basel and the one in Miami Beach — helps us to bring art to more people," he explains. The partnership makes cultural programming possible along with publishing a comprehensive catalog. "With the help of UBS, we are able to offer high-quality services and infrastructure for visitors," he says. "We can also support new art forms and young art, and create diverse cultural programming around the show."



Sam Keller

Courtesy MCH Swiss Exhibition (Basel, Zurich) AG

