



AMERICA

"America" by Glenn Ligon, acquired in 2008



Rubell Museum
founders Mera and
Don Rubell

Domain CHANGE

With the opening of the new Rubell Museum, two of Miami's (and the country's) most prolific collectors give the city a much broader look at their passion for art.

By Saxon Henry

The list of people who have been instrumental in turning the Miami art scene into a whirlwind of activity is substantial, but there is a subset of movers and shakers who contributed serious muscle to making the atmosphere what it is today. Far fewer names are on this roster, and one of them is Rubell. Nearly a decade before Art Basel came to town, Mera and Don Rubell and their son Jason opened their private museum (Rubell Family Collection) in Wynwood to display the art the couple had been collecting for 29 years to that point. This Dec. 4 the 7,200 works

they have amassed so far will have a new home in Allapattah at the Rubell Museum, a structure situated within a sprawling campus that encompasses six former industrial buildings connected to one another and transformed aesthetically by Selldorf Architects.

"For more than 50 years, we have been on an incredible mission: searching for new art and art that has been overlooked," notes Mera. "Now, with the opening of the new museum, we will be able to share the remarkable range of art we fell in love with along the way." With 100,000 square feet of space, the phrase "remarkable range"



"Untitled" by Keith Haring, acquired in 1981

"Sleep" by Kehinde Wiley, acquired in 2009



is not an overstatement. Included in the public spaces are a flexible performance space, an art research library, a bookstore and an indoor-outdoor restaurant opening onto a courtyard garden. The names of the artists being shown in the inaugural exhibition within the museum's 40 galleries reads like a roll call of contemporary art's elite: Cindy Sherman, Jeff Koons, Keith Haring, Richard Prince, Jenny Holzer, Robert Longo and Ai Weiwei, to name a few.

The director of the museum, Juan Roselione-Valadez, who has been on the Rubell team for more than two decades, shares the changes he has seen in the collection as it has evolved: "Every year it looks and feels completely different to me. It's constantly expanding and making me rethink my assumptions about art. Yet, with few exceptions, the newest work is always in dialogue with artwork acquired decades prior.

A marked change in the last eight years is the work we're presenting and acquiring from our artists in residence. To see our exhibition space utilized as a studio where artists are creating, dismantling, repurposing, reconsidering and finally exhibiting new work is an incredible privilege." Regarding changes to the foundation's physical space, he adds, "Let's just say we've learned a lot in the last 20 years and have worked extremely hard to craft something new and improved for the art and our visitors." 1100 NW 23rd St., Miami, 305.573.6090, rfe.museum ■



"Wege der Weltweisheit: die Hermannsschlacht (The Ways of Worldly Wisdom)" by Anselm Kiefer, acquired in 1998

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—MERA RUBELL, CO-FOUNDER, RUBELL MUSEUM



"Untitled (cowboy)" by Richard Prince, acquired in 1987

"SLEEP" PHOTO COURTESY OF KEHINDE WILEY & RUBELL MUSEUM; "WEGE DER WELTWEISHEIT: DIE HERMANNSSCHLACHT (THE WAYS OF WORLDLY WISDOM)" PHOTO COURTESY OF ANSELM KIEFER & RUBELL MUSEUM; "UNTITLED (COWBOY)" PHOTO COURTESY OF RICHARD PRINCE & RUBELL MUSEUM