

# A Lifetime of Support

The importance of culture to Davidoff is bringing much-needed support to the Caribbean. by Dalene Rovenstine

The history of Davidoff Cigars is intertwined with the lives of the Davidoff family. Zino Davidoff, founder Henri Davidoff's son, was a visionary who took great care in the craftsmanship of cigars and was equally meticulous that his life be full of beautiful things. This legacy now lives on through the Davidoff Art Initiative, whose key goals are to bring opportunities and support to the art and culture of the Caribbean.

The company deepened this commitment in 2012, when it became an official global partner with Art Basel. "For us, being involved is a natural fit," says Hans-Kristian Hoejsgaard, CEO of Oettinger Davidoff AG. "Our customers are, of course, people who are interested in what Art Basel has to offer. But most importantly for us, we share an interest in culture, art, and spending time on pursuits that are meaningful."

To that end, this year at Art Basel in Miami Beach Davidoff will be hosting a VIP hospitality lounge inside the Collectors Lounge, as well as an additional lounge set within the Miami Beach Botanical Garden that will allow guests the opportunity to learn how to blend and roll a Davidoff cigar straight from the source: a master cigar roller from the Dominican Republic.

The hope is that Davidoff can provide opportunities in different ways than the other sponsors. "Many luxury brands are attracted to Art Basel for the obvious reasons," says András Szántó, chief consultant for the Davidoff Art Initiative. "But few have taken such a big leap to launching and sustaining their own cultural initiative as Davidoff has. The DAI's focus on the Caribbean is filling a void in a region that is starved for resources and institutional support." **ABMB**



ABOVE: The Davidoff lounge at the Miami Beach Botanical Garden will introduce guests to the finer points of blending and rolling a Davidoff cigar.

RIGHT: The Davidoff Art Initiative Screen in the Davidoff Collectors Lounge at Art Basel in Basel, 2015.



# Jet-Setters

A partner of Art Basel in Miami Beach for 12 years, NetJets offers premium hospitality.

by Dalene Rovenstine

NetJets' philosophy is "total commitment to safety, security, and reliability"—and that applies to its presence at Art Basel in Miami Beach, as well. For 12 years, the private-jet company has provided art enthusiasts luxury transportation to the show as well as premium offerings throughout the event. Last year alone, NetJets had more than 230 flights operating in and out of Miami, and the company expects to see similar numbers this year.

With a dedicated commitment to art partnerships, NetJets aligned with an auction house this summer for exclusive client opportunities, such as a preview of "First Open/NYC" at Wölffer Estate Vineyard in Sagaponack, New York. And for Art Basel in Miami Beach this year, the company is collaborating with Snarkitecture—an art and architecture studio established by Alex Mustonen and Daniel Arsham—to decorate the surface of a Bombardier Global 6000, NetJets' flagship aircraft, with an ombré sky design that explores the connection between passengers and the sky. The reimagined NetJets aircraft will be on display at the Miami International Private Jet Terminal throughout this year's show—and the company is hoping to build on its success at Art Basel to secure even more elaborate creative partnerships in Miami.

"We are proud to support the arts, aligning our sponsorship with the interests of our customers," says Patrick Gallagher, executive vice president of sales and marketing. "Our partnership with Art Basel allows us to host our customers at an already exclusive event and make their experience even better."

In support of the four-day event, in addition to flights, NetJets provides a VIP lounge in the Convention Center, open to its customers and guests. The luxury space affords not only a respite from the crowds but also offers a designated area to view artwork ahead of public exhibition openings.

Gallagher adds, "In addition [to the lounge], we continue to explore unique opportunities that marry the concept of flight with the creativity and interpretation of the artists from around the world." **ABMB**