

# ILLUMINATE

CORAL GABLES

*The  
2021  
EXHIBIT*





ILLUMINATE CORAL GABLES

THE MOST AMBITIOUS  
PUBLIC ART EXPERIENCE  
EVER PRESENTED IN FLORIDA

JAUME PLENSA

ILLUMINATE CORAL GABLES

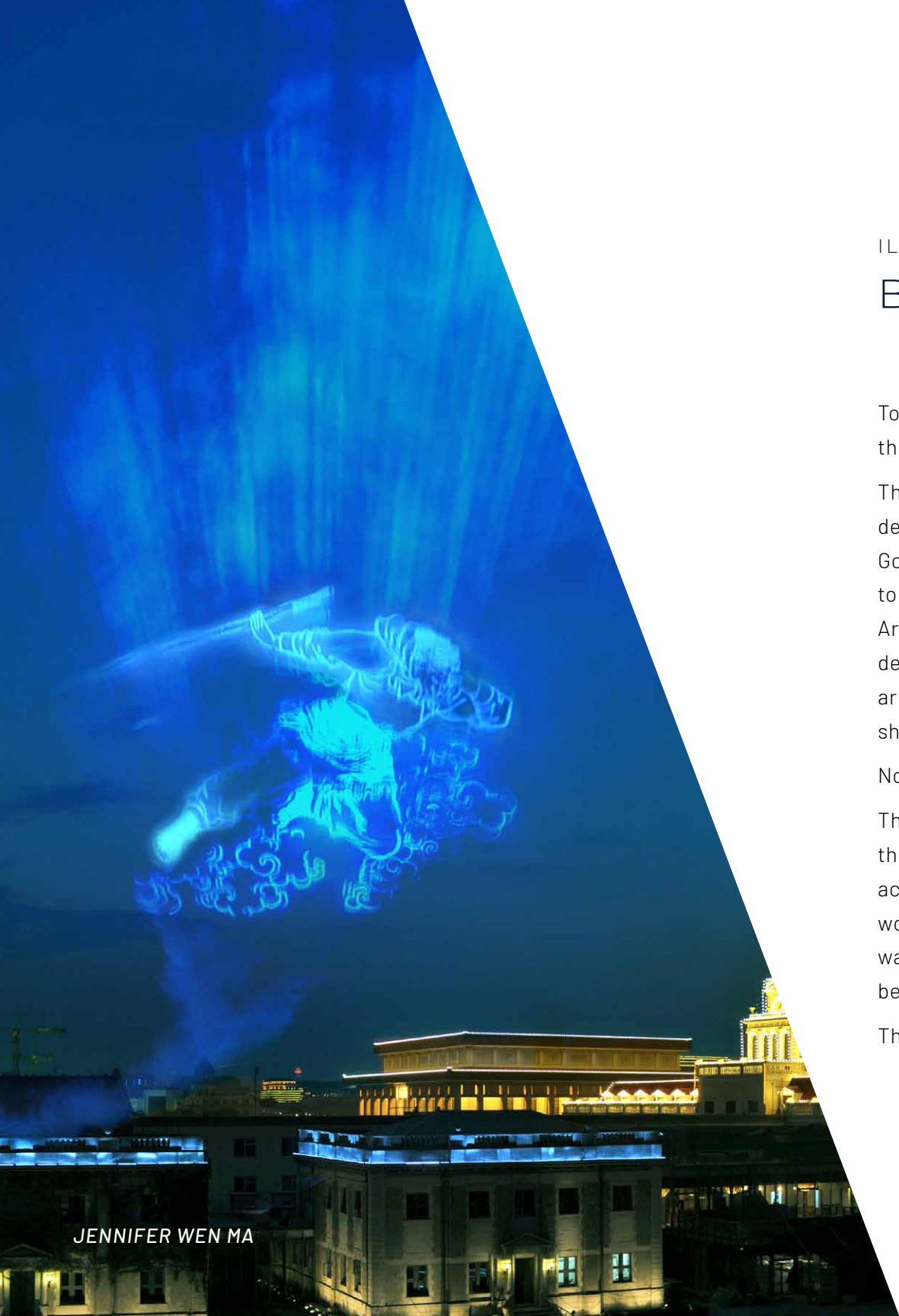
DEBUTING JANUARY 2021

The Illuminate Coral Gables exhibition will turn the streets, historic buildings and public spaces of Coral Gables into a brilliant outdoor museum. World-renowned curator Lance Fung of Fung Collaboratives has invited the art world's luminaries, as well as newly discovered talent, for a fine art exhibition that delves brightly into the public realm.

With downtown Coral Gables, Florida as a three-dimensional canvas, this first-of-its kind exhibition will fill our City Beautiful with newly commissioned and existing works by world-renowned local artists and emerging virtuosos.

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JENNIFER WEN MA

ILLUMINATE CORAL GABLES

## BRING THIS PROJECT TO LIGHT

To become a sponsor of Illuminate Coral Gables is to play an active role in the reimagining of our City.

The cultural landscape of Coral Gables has developed steadily over the last decade under the careful stewardship of an engaged and imaginative City Government. From the proliferation of sculpture on City-owned property, to the annual support of the Coral Gables Museum, The Coral Gables Art Cinema and the Miracle Theater, we are emerging as the premier destination in South Florida for those seeking enrichment through the arts. This rich cultural landscape, combined with world class dining and shopping, is fulfilling the city founder's vision as 'The City Beautiful'.

Now is the time to Illuminate Coral Gables.

Through a bold new initiative by the major stakeholder organizations and the City, this first-of-its-kind, art focused, event will draw visitors from across South Florida and beyond. Using light, projection and sculpture, works of fine art will be displayed in the public realm in a new and evocative way -creating an event that is uniquely Coral Gables and one that will become our signature event.

Thank you for your support of this important and transformative effort.

Sincerely,  
Venny Torre and Patrick O'Connell

ILLUMINATE CORAL GABLES

## KEY HIGHLIGHTS

Cultivates the economic impact of local, national, and international arts-driven tourism.

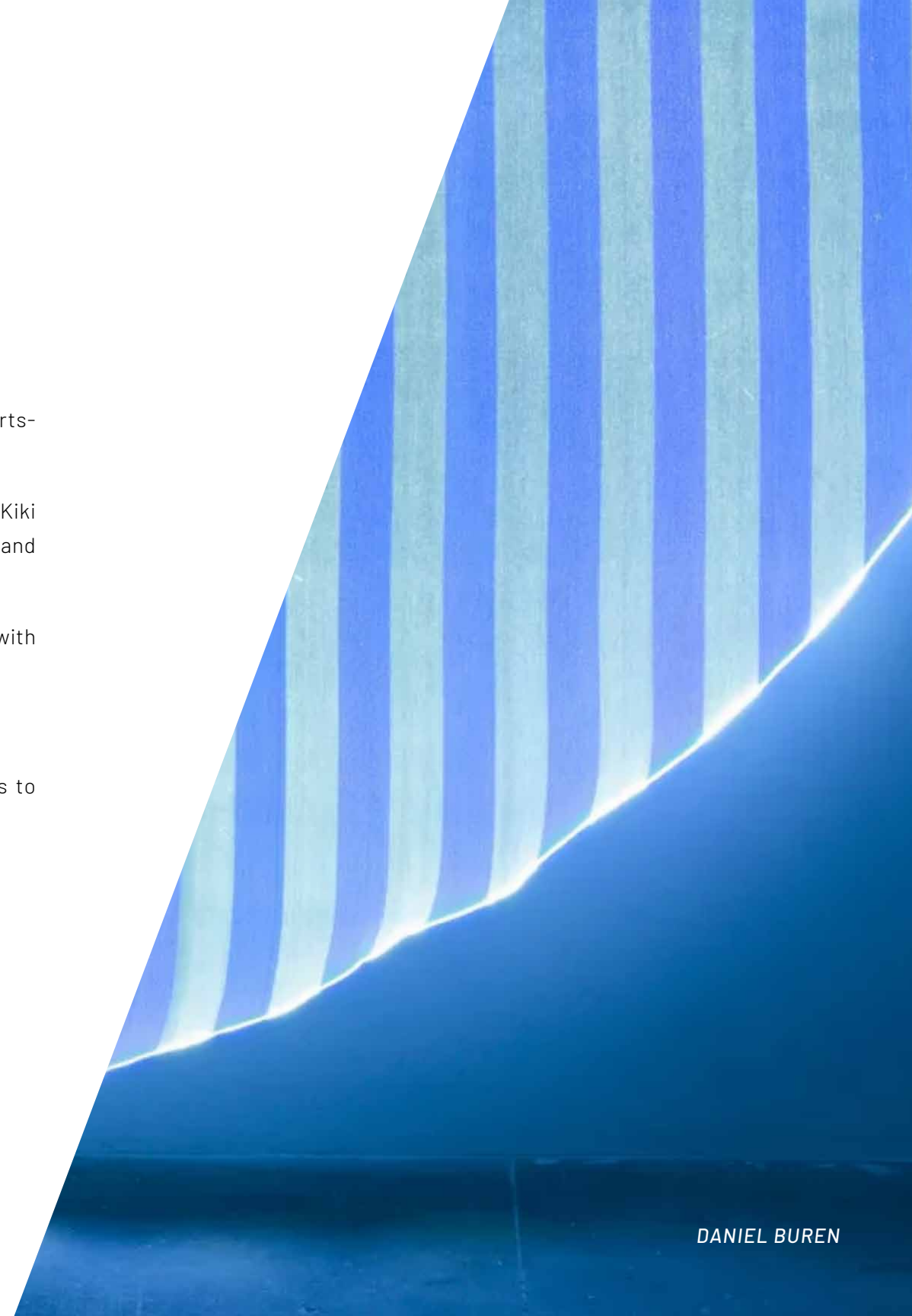
Showcases internationally acclaimed artists including Cai Guo-Qiang, Kiki Smith, Jaume Plensa, Carlos Estevez, as well as renowned national and local artists.

Features site-specific installations which transform from day to night with illumination and technology.

Indoor and outdoor locations that are free and open to the public.

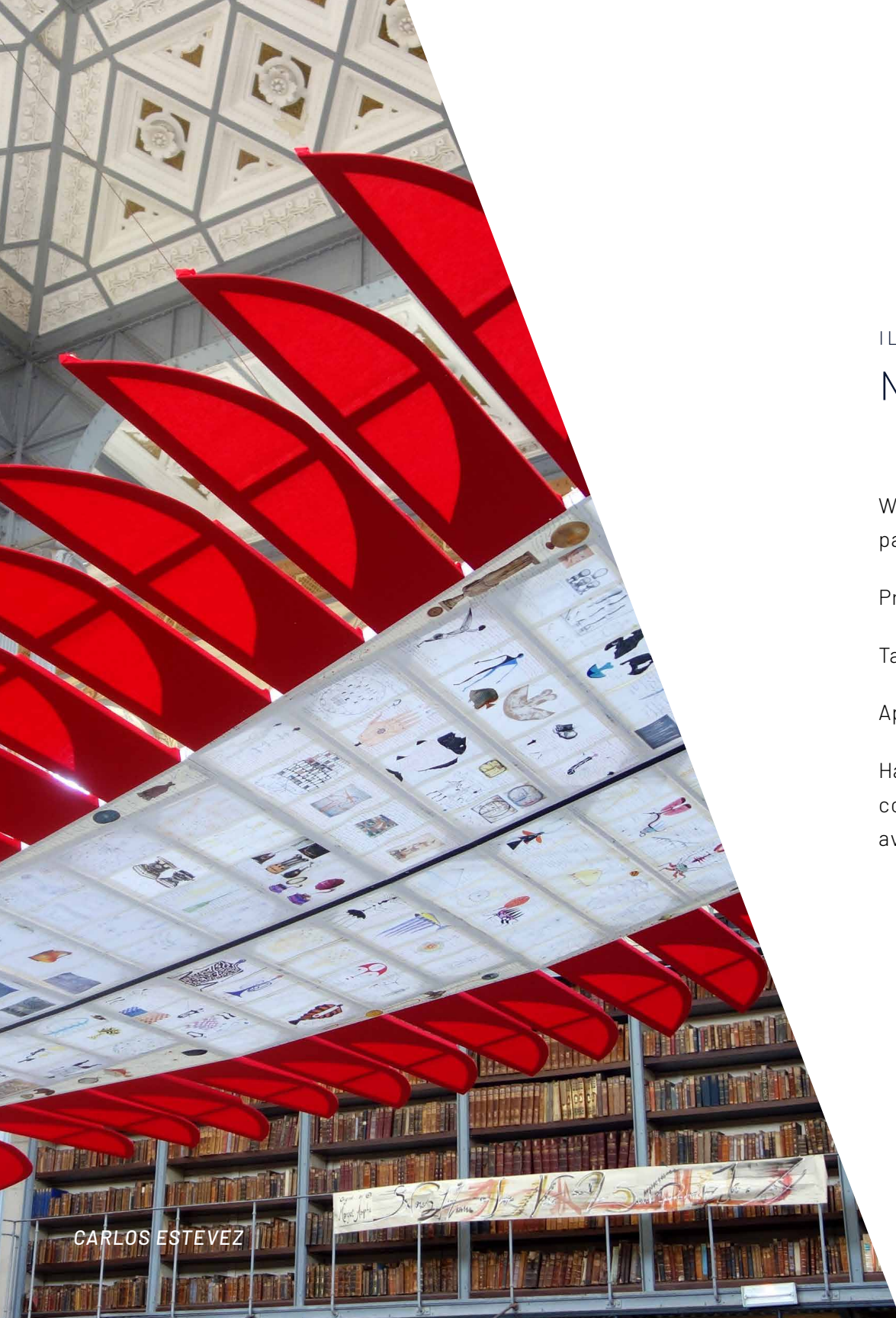
Partners with Miami-Dade County Public Schools and universities to provide creative educational opportunities.

THE FIRST EXPERIENTIAL LIGHT-BASED  
EXHIBITION OF ITS KIND IN FLORIDA.



DANIEL BUREN





CARLOS ESTEVEZ

## ILLUMINATE CORAL GABLES MARKETING IMPACT

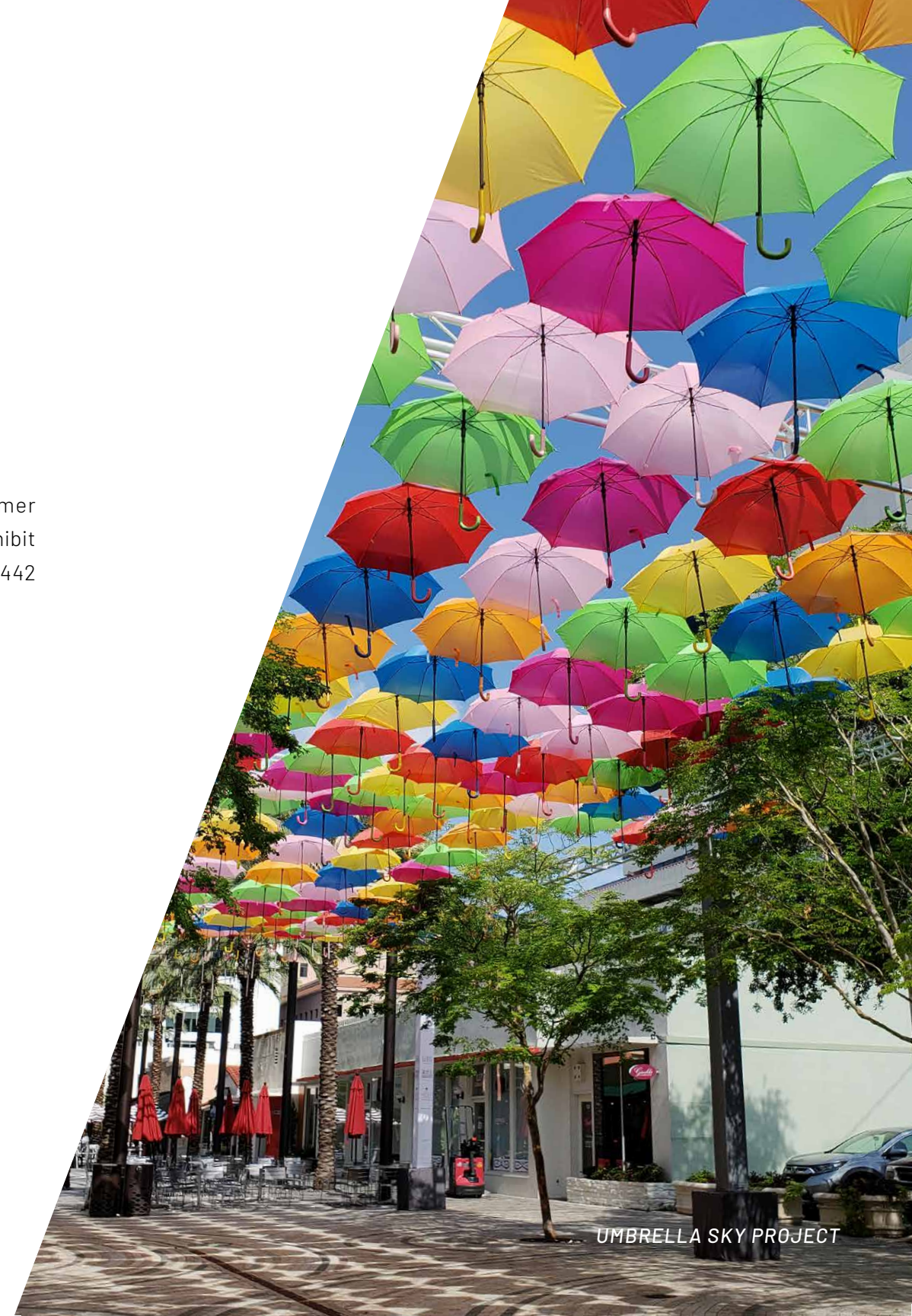
Will reach 300,000 plus students and their families via educational partnerships with Miami Dade Public Schools (MDPS).

Projects attendance of 1,000,000 plus over month long period.

Targets tri-county residents, tourists, and global aficionados.

Appeals to a broad multi-generational, multi-cultural demographic.

Has visibility across multiple channels including social media, family and community features, educational outreach as well as arts and culture avenues.



UMBRELLA SKY PROJECT

## ILLUMINATE CORAL GABLES COMMUNITY OUTREACH

UMBRELLA SKY, which was staged on Giralda Plaza during Summer 2018, was the size of one ICG installation. This highly successful exhibit generated a 214% increase in pedestrian traffic and garnered 297,773,442 media impressions.





CAI GUO-QIANG

ILLUMINATE CORAL GABLES

## BOARD, CURATOR, COMMITTEE & PARTNERS

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CEO, Torre Companies

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**PROJECT MANAGEMENT**  
Fung Collaboratives

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Catherine Cathers

Jennifer Easton

Rosie Gordon-Wallace

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Coral Gables

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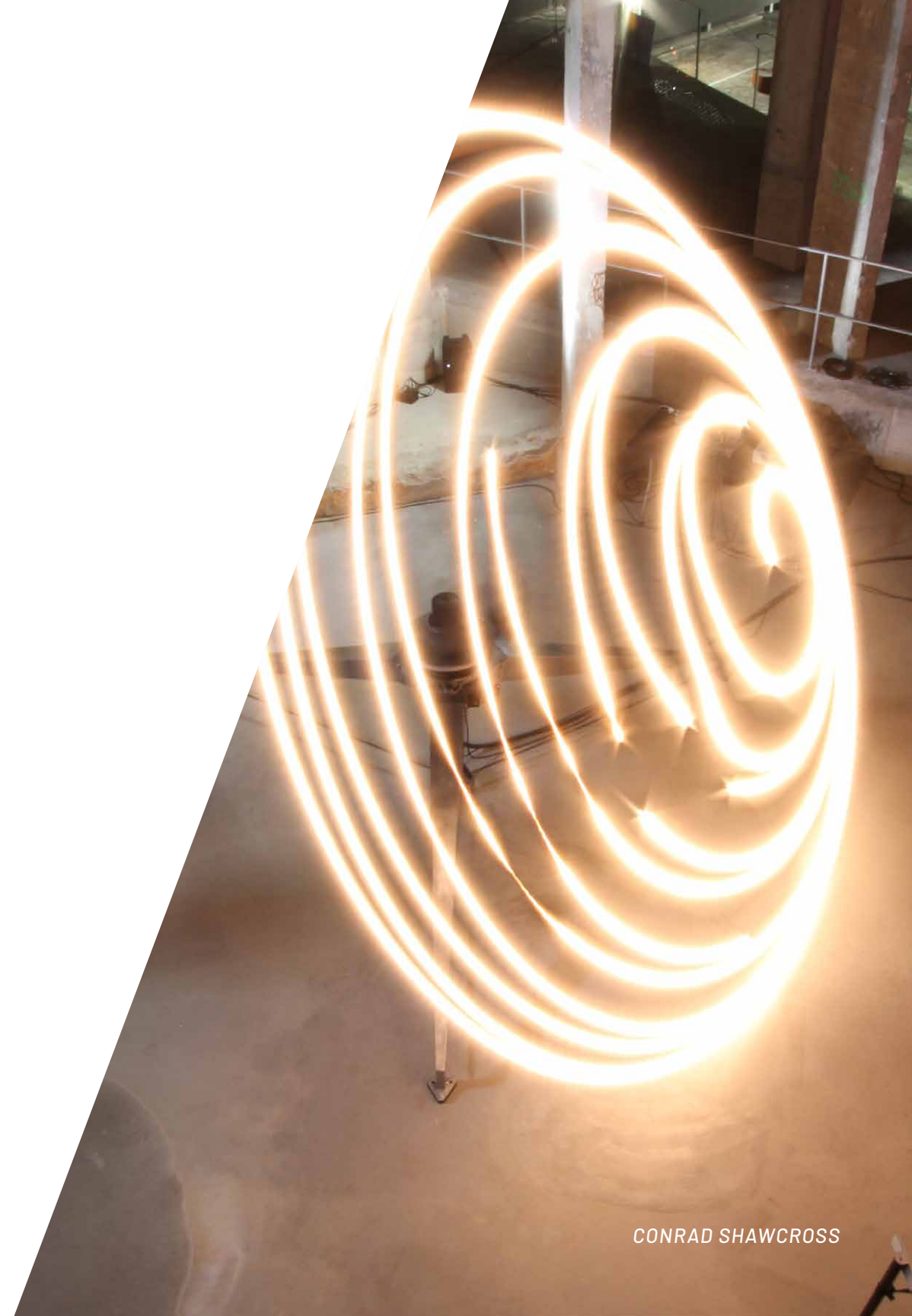
### IN COLLABORATION WITH

The Coral Gables Chamber of  
Commerce

The Coral Gables Business  
Improvement District

The Coral Gables Community  
Foundation

The Coral Gables Museum  
The City of Coral Gables



CONRAD SHAWCROSS



ILLUMINATE CORAL GABLES

## CHIEF CURATOR

**LANCE M. FUNG** has curated large-scale public art and museum exhibitions around the world. He has transformed vacant lots into much-needed art parks, filled streets with interactive art, and reached children and adults alike through-provoking and relevant artwork. Some of his most noteworthy exhibitions are *The Snow Show*, *Lucky Number Seven* SITE Santa Fe Biennial, and *Fireflies*.

He now embarks on curating the inaugural exhibition for Illuminate Coral Gables in 2021.

"I AM HUMBLLED AND HONORED TO BE WORKING ON SUCH A VISIONARY ART INITIATIVE! COMMISSIONING INTERNATIONAL AND LOCAL ARTISTS FOR SITE-SPECIFIC INSTALLATIONS IS THRILLING ESPECIALLY SINCE CORAL GABLES, THE ARCHITECTURE, AND RESIDENTS ARE SO INSPIRING."  
LANCE M. FUNG



KIKI SMITH





FOR MORE INFORMATION CONTACT  
The Torre Companies 305.442.9494

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