

SURFACE

AREA



BRINGING THE CREATIVE PAGES OF SURFACE TO LIFE

OPENING THIS FALL IN THE COVETED MIAMI DESIGN DISTRICT, SURFACE AREA IS AN INTERACTIVE, SHOPPABLE SHOWROOM FEATURING HAND-SELECTED DESIGN OBJECTS AND A CURATED ART COLLECTION.

BY DAY, IT WILL DOUBLE AS A CONTENT STUDIO FOR A TEAM OF SURFACE EDITORS AND CREATIVES;

BY NIGHT, THE AREA WILL TRANSFORM INTO A VENUE FOR LIVE PROGRAMMING, PANELS, COCKTAIL RECEPTIONS, DINNERS, PARTIES, AND MORE.

**A COMPELLING WAY TO PRODUCE
CONNECTED DIGITAL CONTENT IN
A MULTIDIMENSIONAL SPACE.**



THE SURFACE COMMUNITY



MALE/FEMALE: 46/54



MEDIAN AGE: 25-34



AVG HHI: \$350,000+




NET WORTH: \$1M+: 32%
\$2M+: 20%

Surface attracts the biggest names in the design world.
Our past event attendees include:

DAVID ADJAYE
DANIEL HUMM
SOLANGE KNOWLES
DAPPER DAN
KANYE WEST
BJARKE INGLES
RICHARD BRANSON
PICASSO FAMILY
ROSITA MISSONI
DAVID ROCKWELL
ABY ROSEN
JENNY HOLZER

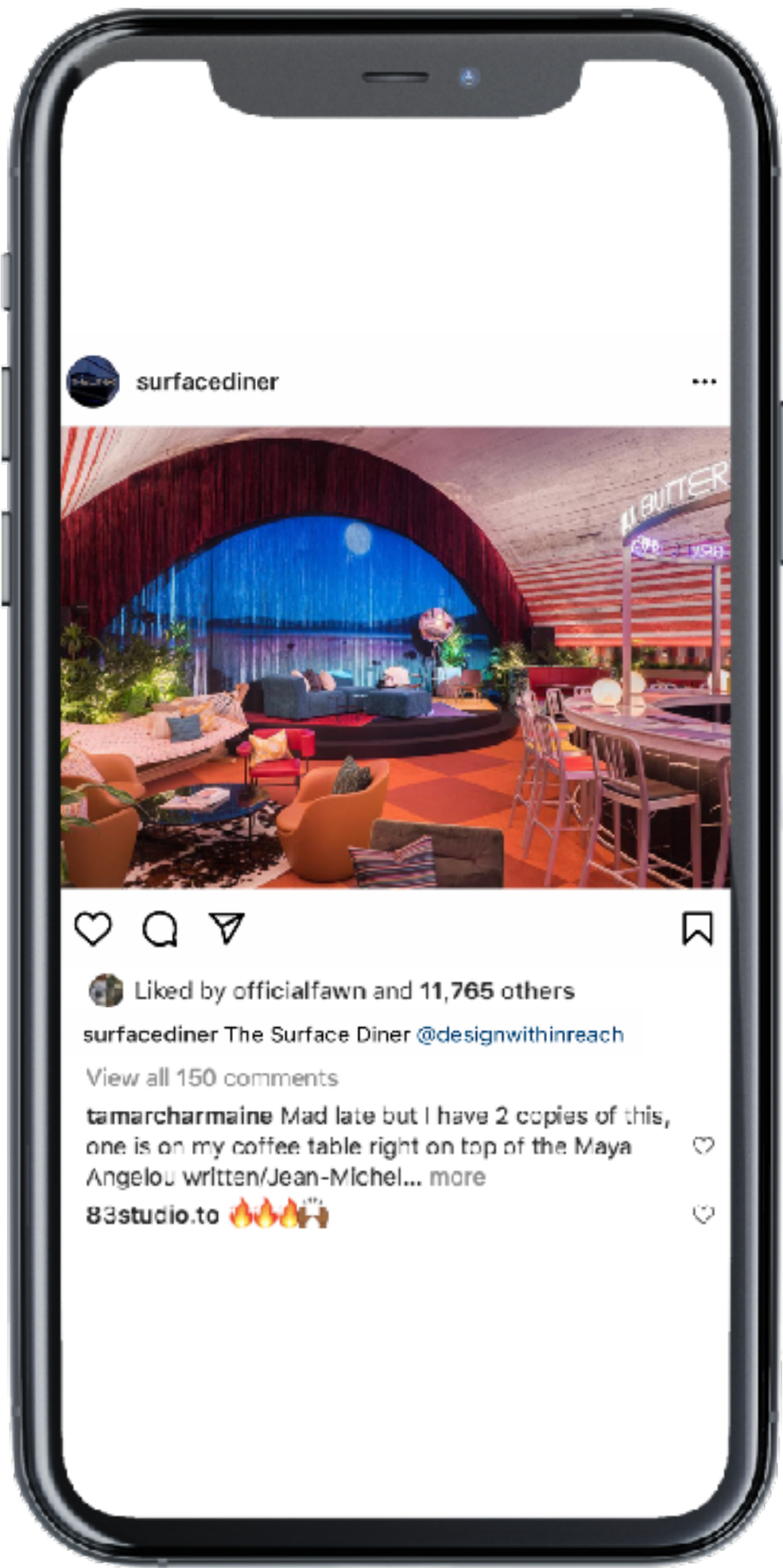
ALEX ISREAL
FKA TWIGS
JACQUES HERZOG
IAN SCHRAGER
JULIAN SCHNABEL
JONATHAN ANDERSON
STERLING RUBY
PETER MARINO
DANIEL BOULUD
THOM BROWNE
KERBY JEAN RAYMOND
MISHA KAHN

CONNECTED CONTENT

-  PINTEREST: **4M+** views/month
-  INSTAGRAM: **200K+** followers
-  FACEBOOK: **250K** followers
-  APPLE NEWS: **300K+** views/month

40M+

YTD impressions on social platforms among culture leaders



Visits/Month: **200,000**
Page Views/Month: **600,000**
Average Time/Video View: **3:38**

Surface appeals the best of the creative class.
Some of our top followers include:

- J.W. Anderson
- Tadao Ando
- Zaha Hadid
- Snøhetta
- Deborah Berke
- Richard Branson
- Kelly Wearstler
- Norman Foster
- Neri Oxman

- Daniel Humm
- Daniel Libeskind
- Vincent Van Duysen
- Nobu Matsuhisa
- Rossana Orlandi
- Yabu Pushelberg
- Annabelle Selldorf
- Shohei Shigematsu
- Hank Willis Thomas
- and more.

LOCATION, LOCATION, LOCATION

Surface Area is located in Miami’s diverse Design District, where cultures blend together to form the ultimate destination for the creative community.

This one-of-a-kind neighborhood combines luxury shopping, galleries, museums, design stores, restaurants and art installations. Surface Area opens October 2021. We’re excited to explore this partnership as part of our grand opening events.

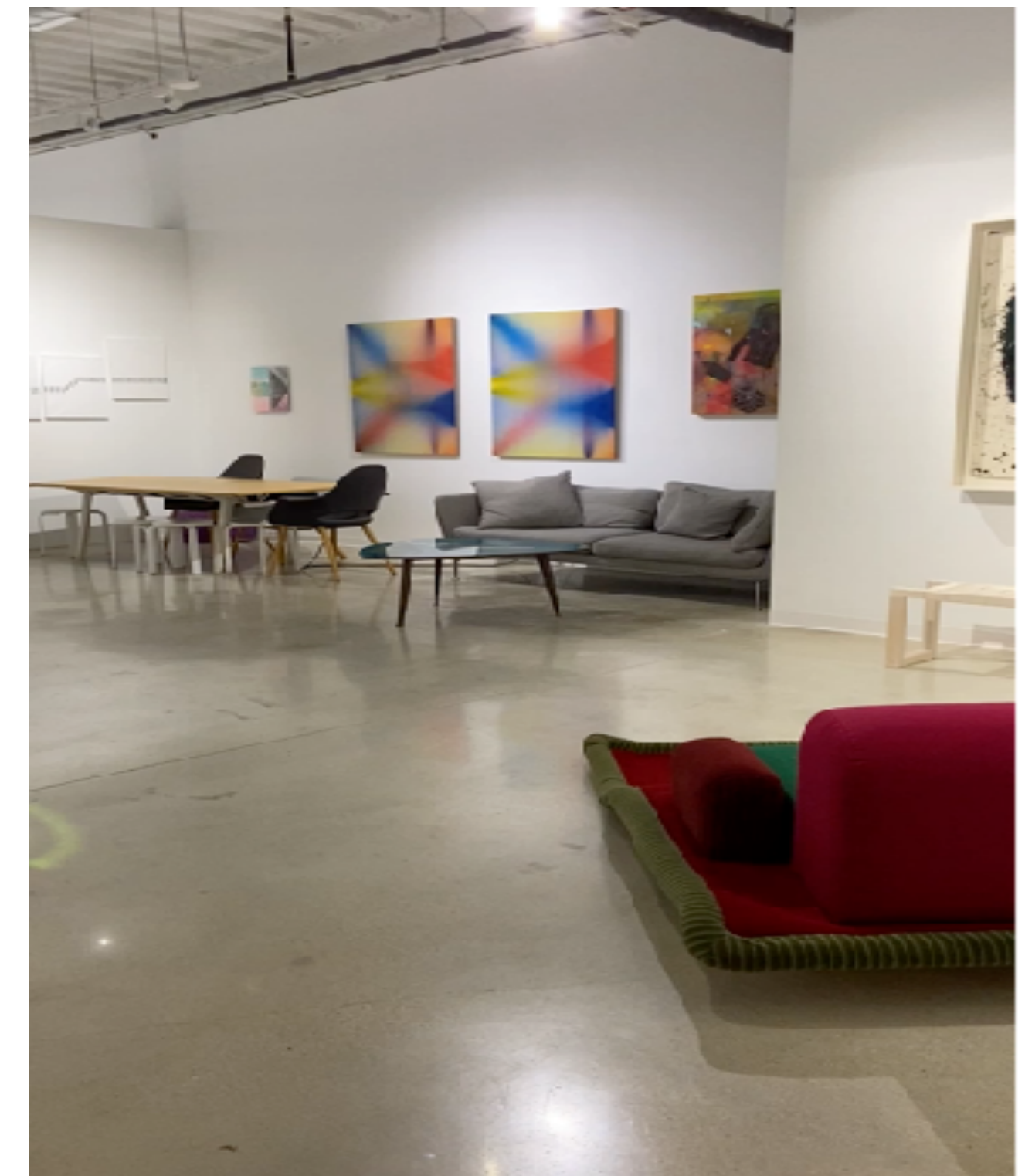
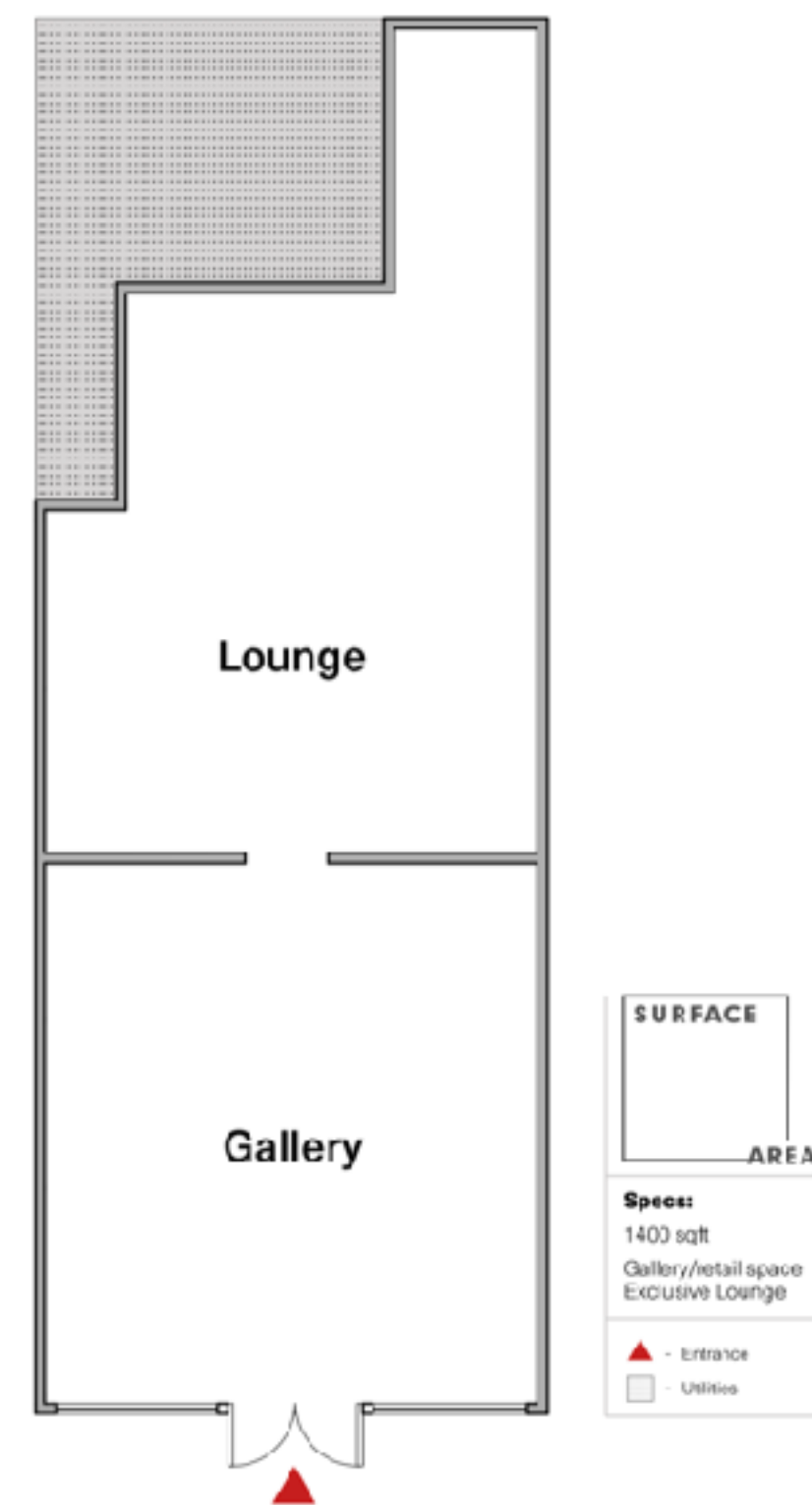
Surface Area is immediately adjacent to the members-only restaurant - ZZ’s Sushi Bar with notable neighbors including:

	 HERMÈS	 CHANEL
LOEWE	BALENCIAGA	GUCCI
ICA MIAMI	PRADA	Off-White™



ENTER SURFACE AREA: A CURATORS PARADISE

- Gallery walls and lighting
- Exterior and interior branding opportunities
- Custom shelving
- Creative product placement
- Lounge + VIP Area
- A/V capabilities
- Dedicated staff

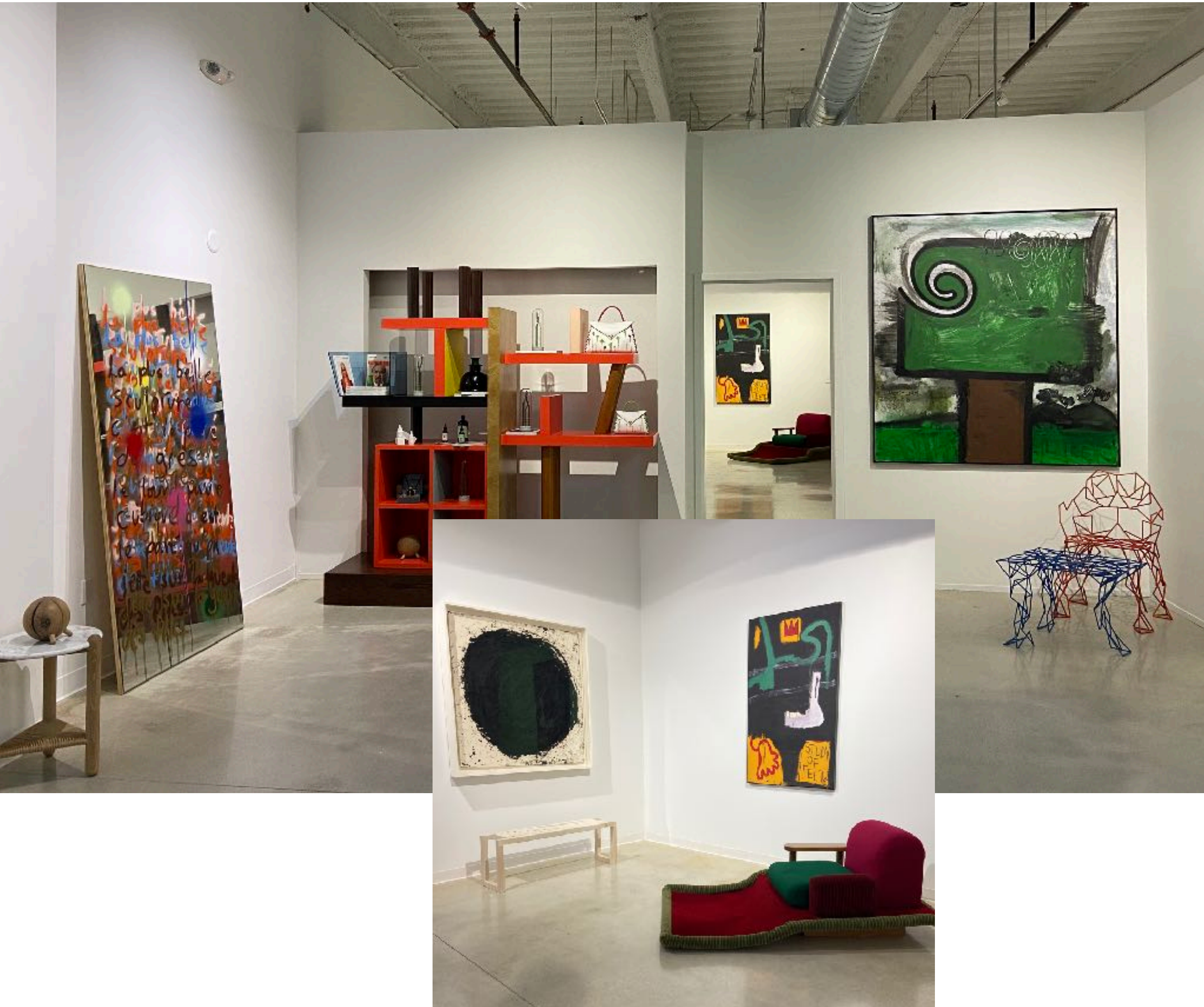


Please click images to see the the walking tour of Surface Area.

THE SURFACE AREA COLLECTION

ART ROSTER INCLUDES:

- ETTORE SOTTsass
- TAKASHI MURAKAMI
- REBECCA NESS
- AVERY SINGER
- TREY ABDELLA
- RICHARD PRINCE
- JONAS WOOD
- MARILYN MINTER
- CHRISTOPHER WOOL
- SAM DURANT
- OSVALDO BORSANI
- LUCIO FONTANA
- ADAM HENRY
- CARTER MULL
- ANTHONY PEARSON
- JEAN-MICHEL BASQUIAT
- JUDITH HOPF
- DAMIEN HIRST
- JOHN WESLEY
- NATE LOWMAN
- ADRIANA LARA
- KAWS
- RICHARD SERRA
- ESTUDIO CAMPANA
- CORY ARCANGEL
- GLENN LIGON
- R. H. QUAYTMAN
- DAN REES
- BRENDAN LYNCH
- AND MORE



THE COLLECTION CONT.

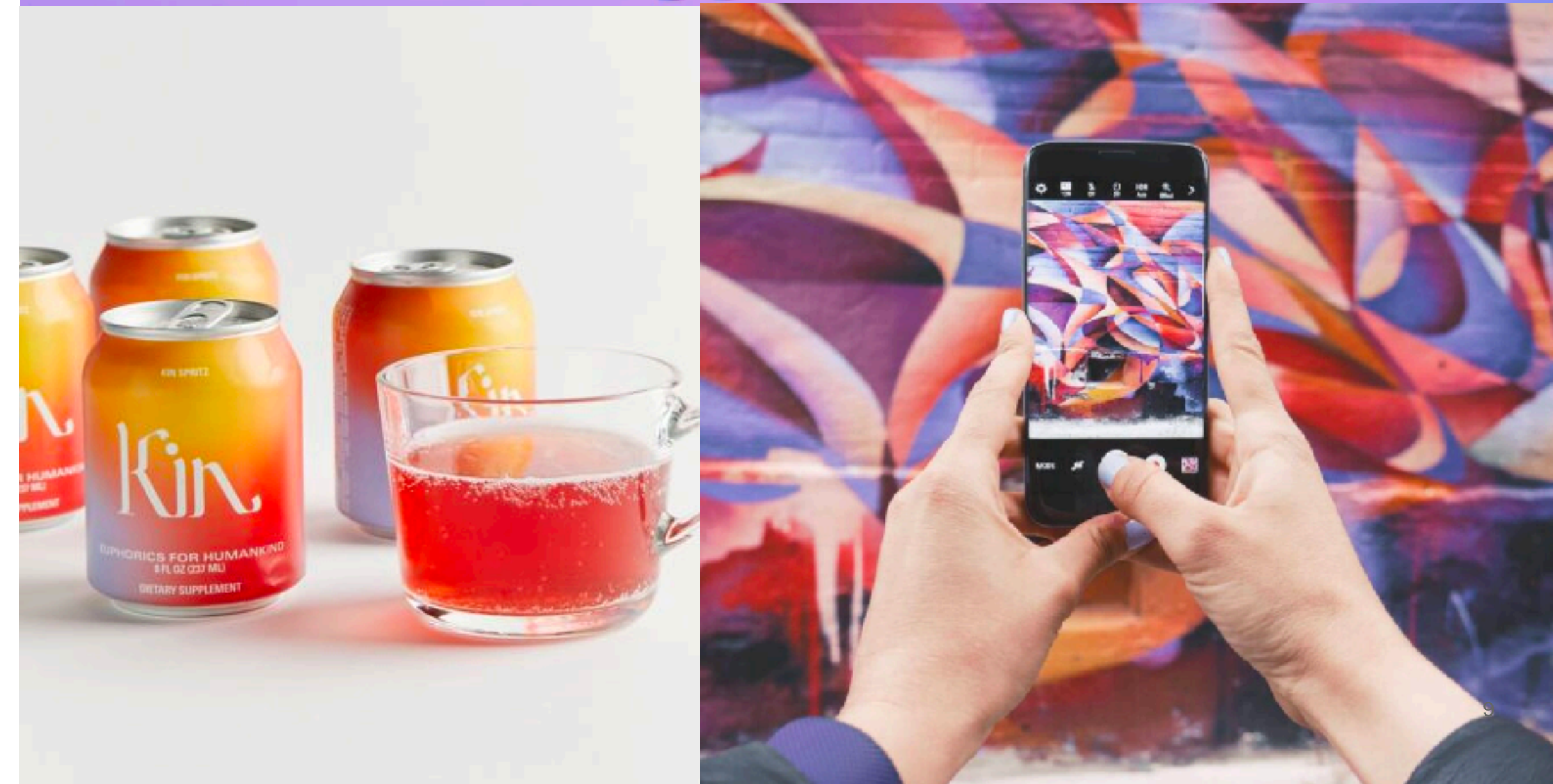


Pictured (clockwise from the upper left): Jean-Michel Basquiat, Cory Arcangel, Rebecca Ness, Richard Prince, Glenn Ligon, Takashi Murakami, Cameron Welch, Rebecca Ness, Sterling Ruby, Richard Serra, Damien Hirst, Cameron Welch, Ettore Sottsass

CONTENT STUDIO

Surface Area will serve as a content creation studio to support all activations, events and retail partners:

- **Digital Content**
 - High impact coverage on SurfaceMag.com, including all editorials, features and videos
 - Dedicated landing page for your brand on SurfaceMag.com
 - Dedicated product positioning on SurfaceArea.com
 - Each product will receive a dedicated feature on Design Dose
- **Video Production**
 - An agreed upon series of videos will document the experience featuring:
 - Interviews with rotating artists
 - Footage from special programming
 - 360 degree tours, and more
- **Podcasts and Panel Interviews**
 - On-going audio interviews and podcasts will be created with visiting artists, resident artists, & guests from all over the creative community
- **Social Media**
 - Robust social media campaign across all of Surface's channels to support the program and highlight retail partners
 - Social reporting delivered at the end of the partnership
 - Social optimization offered throughout partnership
- **PR**
 - Joint efforts from Surface and local PR partners leading up to partnership launch



A photograph of a modern sneaker store interior. The background features a long, white, reflective display wall with numerous sneakers mounted on small white shelves. The sneakers vary in color and design, including solid colors, patterns, and collaborations. The floor is a light-colored, polished material. The ceiling has recessed lighting. The overall atmosphere is clean and minimalist.

PARTNERSHIP OPPORTUNITIES

PARTNERSHIP AVENUES

SHOWCASE PARTNER

Showcase partnership includes items promoted via Surface's digital platforms, including Design Dose for up to (60) days.

Item will be available for direct purchase from Brand onsite via Shopify integration for up to (60) days. Brand will manage drop shipping of item.

Brand to select (1) item for display within our event centered collection period. Items will be merchandised categorically with other inspired pieces. Items will be exposed to high quality consumers physically in the space and digitally through our social channels.

On-site edit and creative teams to produce social and web content of items in the space.



PARTNERSHIP AVENUES

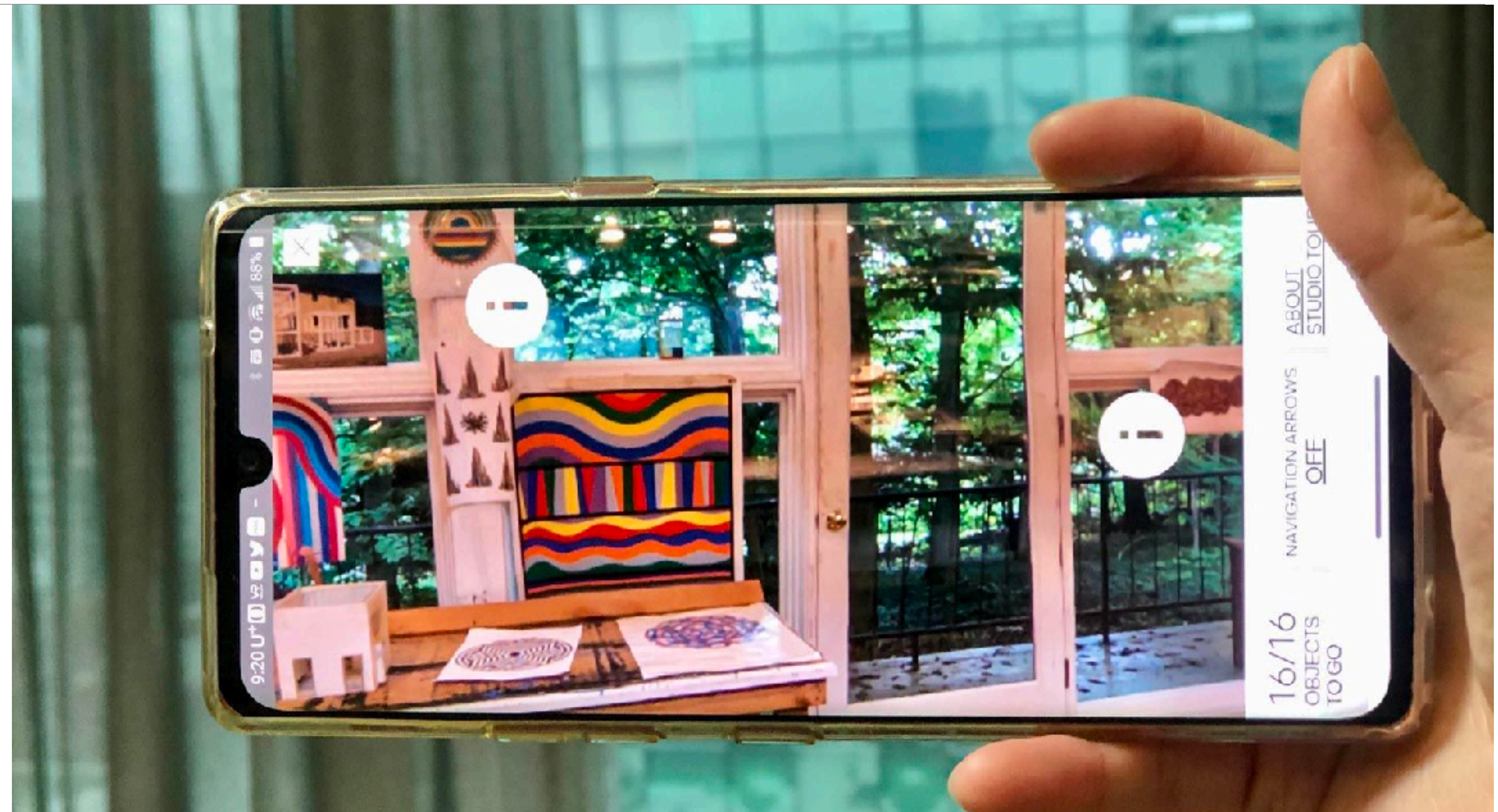
SHOWCASE + PARTNER

Showcase partnership includes items promoted via Surface's digital platforms, including Design Dose for up to (60) days.

Item will be available for direct purchase from Brand onsite via Shopify integration for up to (60) days. Brand will manage drop shipping of item.

Brand to select (3) items for display within our event centered collection period. Items will be merchandised categorically with other inspired pieces. Items will be exposed to high quality consumers physically in the space and digitally through our social channels.

On-site edit and creative teams to produce social and web content of items in the space.



MULTIDIMENSIONAL PARTNERSHIPS

Surface will collaborate with partners to develop an impactful and exclusive experience that elevates brand messaging and campaign launch objectives. Partners will have the opportunity to align as a contributing retailer to Surface Area and through sponsorships of highly anticipated events and relevant programming. Our partners will receive brand recognition on all invitations and press outreach during their partnership period.

Potential ideas include:

- Co-branded art installations
- Front of house “gallery takeover” / back of house “lounge takeover”
- Themed panels discussions moderated by Surface editor and special guest artists
- Cocktail receptions
- Private dinners / tastings
- Private gallery tours
- VIP gifting opportunities

Surface x EMP House, Art Basel Miami Beach



Surface Design Dialogue Panel



The background image shows two people in a gallery. On the left, a man with curly hair, wearing a white t-shirt and blue jeans, is looking at a wall of framed photographs. He is holding a small object in his hands. On the right, a person with long dark hair, wearing a plaid shirt and dark pants, is also looking at the wall. The wall is covered with numerous framed photographs of various sizes and subjects, including portraits, landscapes, and abstract images. The floor is a light-colored, polished surface. The text 'PARTNERSHIP' and 'CALENDAR' is overlaid in the center of the image.

PARTNERSHIP CALENDAR

CULTURAL CALENDAR

Events are as integral to our offering as the connected content created at Surface Area.

We bring plan and execute relevant programming via intimate dinners, live discussion panels, and more, that revolves around our cultural event calendar. Bringing together our A-list network of leading design talent.

Surface Area will serve as a hub for Miami-based cultural events including, but not limited to:

- Art Basel Miami Beach - Dec. 2-5, 2021
- Miami Yacht Show - Feb. 16-20, 2022
- Art Wynwood - Feb. 17-21, 2022
- South Beach Wine & Food Festival - Feb. 24-27, 2022
- Miami Open - March 21 - April 3, 2022
- Miami Grand Prix F1 - Spring 2022
- Watches & Wonders - Spring 2022





THANK YOU

CONTACT US
partnerships@surfacemedia.com

SURFACE