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

DAVID ADJAYE  ALEX ISREAL
DANIEL HUMM  FKA TWIGS
SOLANGE KNOWLES  JACQUES HERZOG
DAPPER DAN  IAN SCHRAGER
KANYE WEST  JULIAN SCHNABEL
BJARKE INGLES  JONATHAN ANDERSON
RICHARD BRANSON  STERLING RUBY
PICASSO FAMILY  PETER MARINO
ROSITA MISSONI  DANIEL BOULUD
DAVID ROCKWELL  THOM BROWNE
ABY ROSEN  KERBY JEAN RAYMOND
JENNY HOLZER  MISHA KAHN
Surface appeals the best of the creative class. Some of our top followers include:

- J.W. Anderson
- Tadao Ando
- Zaha Hadid
- Snohetta
- 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.

**YTD impressions on social platforms among culture leaders**

- Pinterest: 4M+ views/month
- Instagram: 200K+ followers
- Facebook: 250K followers
- Apple News: 300K+ views/month

**40M+**

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

- LOEWE
- HERMES
- CHANEL
- I CA MIAMI
- BALENCIAGA
- GUCCI
- 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  JEAN-MICHEL BASQUIAT
TAKASHI MURAKAMI  JUDITH HOPF
REBECCA NESS  DAMIEN HIRST
avery singer  john wesley
TREY ABDELLA  NATE LOWMAN
RICHARD PRINCE  ADRIANA LARA
JONAS WOOD  KAWS
MARILYN MINTER  RICHARD SERRA
CHRISTOPHER WOOL  ESTUDIO CAMPANA
SAM DURANT  CORY ARCANGEL
OSVALDO BORSANI  GLENN LIGON
LUCIO FONTANA  R. H. QUAYTMAN
ADAM HENRY  DAN REES
CARTER MULL  BRENDAN LYNCH
ANTHONY PEARSON  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
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
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