



The Sound of New Music

Renowned Swiss artist Sylvie Fleury—known for her sly and enchanting commentary on fashion, beauty, and consumer culture—explores infinity and context in a Miami-centric site-specific piece at bassX. by Jean Nayar

Although the Bass Museum of Art in Miami Beach remains closed until next year because of renovations being led by renowned Japanese architect Arata Isozaki, the institution's exhibitions are still going on across the street at bassX, a pop-up gallery space at the Miami Beach public library. Included in its year-long programming, which will showcase works by seven artists from various parts of the world, the site-specific neon work by renowned Swiss artist Sylvie Fleury promises to stand out as a highlight this month.

Celebrated for re-contextualizing status symbols, luxury goods, and brand slogans to produce commentary on consumer society and cultural desire, Fleury's new work called *Eternity Now*, 2015, takes the artist's

explorations to an evocative new level—with twists attuned particularly to the Miami context. Fashioned, in effect, as a glowing neon sign broadcast across the façade of the Bass Museum, the work's illuminated text at once amplifies the museum's current state yet intimates an infinite future while engaging residents and visitors of Miami Beach in the moment.

Known for her mise-en-scène, Fleury often produces works that highlight glamour, fashion, and luxury products to offer a subtle commentary on consumer society, its values, and superficial beauty. In a recent performance piece called *Camino del Sol*, for example, Fleury depicted women engaged in everyday activities—such as blow-drying

their hair or turning the pages of a book—and connected them to sensors that recorded the sounds of their actions and transformed the movements of these almost cartoon-like characters into a blend of sounds to create a unique, discordant composition that amplifies ordinary actions

Eternity Now (Sylvie Fleury, 2015) is a new site-specific neon sign on the façade of the Bass Museum of Art. While the museum is closed for renovation, the glowing text amplifies the museum's present state and infinite future all at once while also speaking to the visitors of Miami Beach. *Eternity Now* is part of bassX, the museum's series of artist projects presented during the 2015-2016 season.

into an alternative aural vision or “musical rendering,” as museum curator José Diaz describes its effect.

“By creating and exploring ideas that relate to art, fashion, design, and the real estate boom, her work taps into the essence of Miami,” says Diaz, adding that these themes also reflect the programming for which the Bass Museum is recognized, including a piece called Rachel Harrison: *Voyage of the Beagle, Two*, 2008, which will simultaneously be on view in the bassX pop-up gallery in the Miami Beach Library (227 22nd Street). Awarded the Geneva Société des Arts Prize earlier this year, Fleury continues to make an important mark on the international stage with this intriguing work. bassmuseum.org/art/bassx **ABMB**