



Artwork in photo by Lucy Dodd

## Weddings in Museums

As ART has influenced FASHION and DESIGN, the Rubell Museum is at the forefront of a dialogue between ART and EVENTS. Until very recently, a romantic wedding taking place inside a minimalist contemporary art museum was all but unheard of, but the doors have been opened by the creative abilities of event professionals to interpret these open spaces surrounding the contemporary masterpieces as another conversation with art. Ethereal and beautiful experiences are designed, fusing all elements to create an enchanting atmosphere difficult to replicate elsewhere. Constructing a shimmering cloud-like cocoon over the reception table, for example, tied in materially to the artwork behind. Now the bridal industry is taking note of the unique canvas that a museum environment offers for their design process and the expansive cultural benefit for their guests. While most established art institutions still limit events within their galleries, the Rubell Museum and the exclusive in-house events team has long believed in a shared engagement between the art collection, the wider community, and the innovative events world.

Capturing this converging mindset between art and events, Alejandro Muguerza, the creative director of Le Basque, and a unique alliance of industry leaders in fashion, floristry, event furnishings and photography toured the museum together to find artwork that would speak to the synergy that can be found between ART and EVENTS. Their forward thinking collaboration shows that museums are not just for fundraisers anymore and that future brides will be looking closely at contemporary art for inspiration that is both individual and universal.



Artwork in photo by Oscar Murillo

The Rubell Museum first opened December 4th, 2019 and houses one of the most significant and far-ranging private collections of contemporary art in the world. The collection is distinguished by the diversity and geographic distribution of artists represented within it, and the depth of its holdings of seminal artists. Housed in a former industrial building transformed by Selldorf Architects, the new museum features 53,000-square-feet of galleries situated on a 100,000 square foot campus. Christian Dior Homme made fashion history unveiling its first men's fashion show in the USA at the Rubell Museum grand opening during Art Basel 2019.





## VENDOR LINKS

### Venue

**Rubell Museum**

### Concept & Design

**Le Basque**

### Photography

**PS Photography & Video**

### Florals

**Anthology Floristry**

### Event Rentals

**Events on the Loose**

### Linens

**Nuage Designs**

### Wedding Dresses

**Ever After Miami**

### Womens Shoes

**Saks Fifth Avenue Bal Harbor**

### Tuxedos

**Hugo Boss**

### Mens Clothing

**Saks Fifth Avenue Bal Harbor**

### Hair and Makeup

**Marz Makeup and Hair**

### Models

**Posche Models**

### Cake

**Earth & Sugar**

### Invitations

**Calligraphy by Elaine**

### Marketing

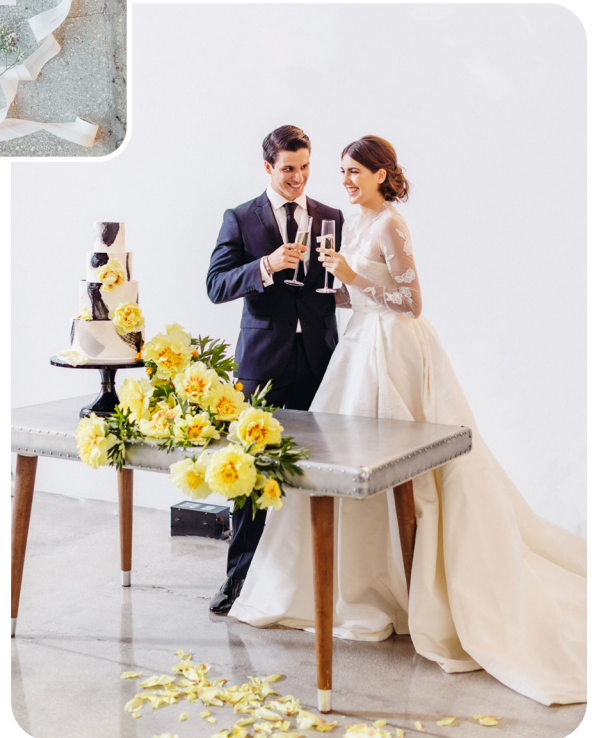
**Evolve Miami**

Artistic Art Director for Events

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