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MEDIA ALERT

FOR IMMEDIATE RELEASE

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Ribbon Cutting Ceremony to Inaugurate Newly Renovated Miami Beach Convention Center

— *Followed by Debut of First Public Artwork Commissioned for the MBCC* —

WHO/WHAT:

Since opening its doors in 1958, the Miami Beach Convention Center (MBCC) has hosted some of history's most iconic moments — from Muhammad Ali's first heavy weight championship to both the Republican and Democratic National Conventions in 1972.

Expecting to usher in a new era of monumental events with the recent \$620 million renovation of the now state-of-the-art center, the City of Miami Beach is hosting a ribbon cutting ceremony to officially inaugurate the Miami Beach Convention Center on **Tuesday, December 4 at 2 p.m.**, followed by the unveiling of the center's first public art installation — a significant mural entitled *About Sand* by Franz Ackermann **at 3 p.m.**

Breaking ground in 2015, the renovation includes the creation of an elaborate grand ballroom, four junior ballrooms, 84 meeting spaces, and four exhibition halls featuring cutting-edge technology – bringing the square footage of the building to 1.4 million square feet of configurable and contiguous space. Built to feed up to 10,000 guests, its multi-million-dollar, full-size production kitchen is another amenity aimed at attracting quality international shows and conventions.

As the convention center significantly expanded, so has its resiliency efforts. The building is now silver LEED certified as a result of recycling 96 percent of material waste throughout construction, implementing a rainwater collection system, reducing energy consumption by 20 percent with the installation of low-flow, high-efficiency water fixtures, mounting glorious sun-shading fins that line the exterior perimeter of the building, and much more.

The remodeled convention center will feature \$7 million worth of site-specific public art by six internationally recognized artists. Curated by the City's Art in Public Places Program, in collaboration with Miami-Dade County's Department of Cultural Affairs, this initiative collectively represents the largest single commission by municipal percent-for-art program in the United States. The series debuts with Franz Ackermann's *About Sand*. Located on the southeast corner of the MBCC, this dynamic hand-painted mural is emblematic of Miami Beach's multi-culturalism,

international tourism and global urbanism. Join the City for an engaging conversation with Franz Ackermann led by Chana Sheldon, Executive Director at the Museum of Contemporary Art North Miami.

WHEN: **Tuesday, December 4 at 2 p.m.** (West Lobby) &
3 p.m. (Southeast Corner on Washington Avenue and 18 Street)

WHERE: Miami Beach Convention Center
1901 Convention Center Drive

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