

# Forbes

## Art Basel 2017 - The VIP Preview Highlights

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Today Art Basel, the world's largest and leading art fair, officially opened its gates to the public. This year is the 48th celebration of the annual art fair in its originating city Basel, Switzerland. It is presented by its leading partner, UBS. 291 renowned galleries from 34 countries and six continents present works from early 20th century to contemporary artists.

VIPs, collectors and press are the lucky ones to get access during the two preview days of Art Basel – and so did I. Yesterday I took over the Forbes Snapchat, live at Art Basel, and shared a range of important art works and facts as well as some highlights from inside the fair's luxurious VIP areas and events. Here is the short overview of some hotspots, highlights and art works of this year's Art Basel.



Courtesy of NetJets

*Frida Fjellman's piece 'Crystal Atmosphere' commissioned by NetJets for Art Basel 2017*

### **Frida Fjellman for NetJets**

It's the 16th year of partnership for NetJets and Art Basel. For this year's artistic entertainment, the private aviation firm chose to work with Frida Fjellman, a critically acclaimed Swedish Craft Artist, in creating an innovative installation on display at the NetJets VIP lounge in the Art Basel Collectors Lounge. Celebrated and known for her artistic craft works and

installations, Frida Fjellman lets the viewer of her works dive into the world of myths and fables. The eye-catching hanging installation "Crystal Atmosphere," made of glass prisms in different sizes, colors and heights, creates a dreamy atmosphere inside the by-invitation only VIP Lounge of NetJets. "I was interested

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in exploring the almost magical sense of tranquility that you experience when cruising above the clouds - flying is perhaps one of the few oases of calm in our increasingly interconnected digital society. Crystal Atmosphere was designed to impart a sense of calm to the viewer as well as to intrigue and fascinate, making the visitor reflect and take a step back from their everyday lives. I hope that this will be a memorable and unexpected experience for the guests.” said Frida Fjellman