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NetJets Lounge at Art Basel Features Eye-Catching Glass Installation



NetJets Lounge at Art Basel to Feature Striking Glass Installation

 Photos

By: Paul Joseph
June 18, 2017

Anyone stepping into the NetJets Lounge at the Art Basel fair in Switzerland last week was greeted by a striking vision – a unique installation made of around 100 glass prisms.

The installation was the result of a collaboration with acclaimed Swedish artist Frida Fjellman, designed to celebrate the start of the prestigious event, which once again drew art lovers, key industry players and global press from round the world.

One of Sweden's most prominent Craft Artists, Fjellman was commissioned by NetJets to create an eye-catching installation that complemented the notion of air travel along with recognising the company's engagement with design and art.

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She decided to reimagine the ceiling of the NetJets VIP lounge around the theme of a *Crystal Atmosphere*. The installation incorporated approximately 100 glass prisms of different sizes and colours that are all hung at different heights creating a dreamlike atmosphere where the visitor automatically became a participant among the glass crystals.

Philip Baer, Regional Vice President, NetJets Europe, said: “Art Basel in Basel is an annual highlight for our Owners, both in Europe and across the globe, many of whom are avid art collectors and enthusiasts.

“NetJets has supported Art Basel in Basel since 2002 and our long-running involvement is testament to the show’s continued position as the world’s leading platform for Modern and contemporary art.

“This year we wanted to take our partnership with Art Basel one step further and through our collaboration with Frida, NetJets continues to demonstrate its commitment to providing innovative and exceptional experiences for our customers.”

Every year NetJets creates a six-day event at Art Basel in Basel and Art Basel in Miami Beach with their VIP lounge providing owners with hospitality throughout the week, as well as access to the show during the VIP days.

The aviation firm saw flight traffic to Basel increase around 19% between 2015 and 2016 and this year is expecting in excess of 90 flights.



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