

# NEW YORK POST



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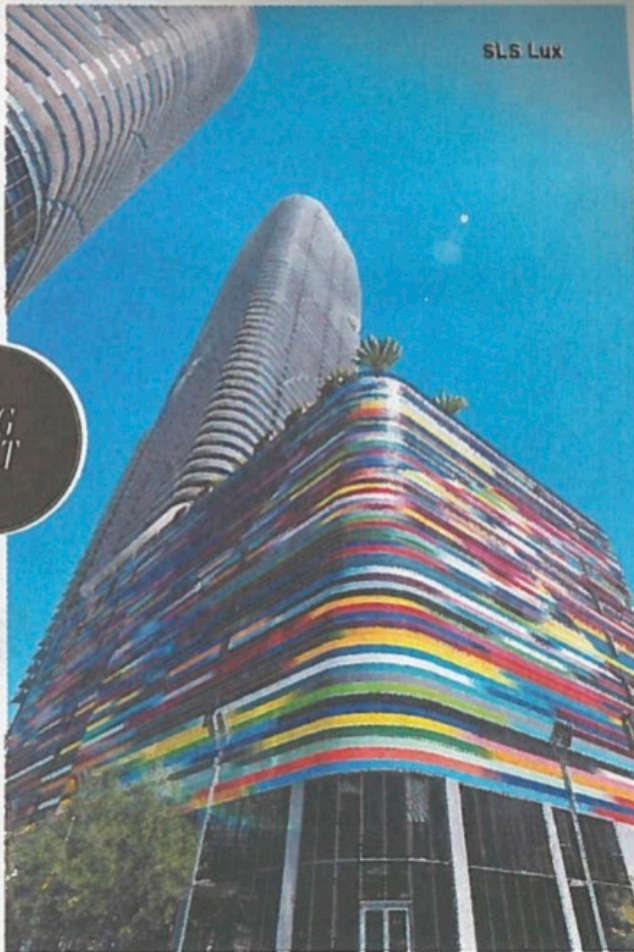
RECOGNIZING the eye-popping allure of art, builders are going big — tapping curators and commissioning truly gargantuan pieces for their glittering towers.

Miami's 37-story, soon-to-be-completed **Canvas** (from \$388,000 to \$655,000) offers a fully art-branded lifestyle, complete with an in-house curator and some 200 massive murals and contemporary installations — many as long as 70 feet. "We looked at the building like a gallery," explains the developer, Nir Shoshani, a principal of NR Investments.

Meanwhile, at the aptly named **Arte** tower in Surfside (where sales have yet to launch), an 8.5-foot-tall sculpture from Robert Indiana's "Art" series greets residents outside the building's entrance, while a large wall installation of colorful orbs by Olafur Eliasson hangs inside. "Art is a unifier and an emotional trigger," says developer Alex Sapir. "Everyone is trying to figure out how to incorporate substantial artworks into what they're doing."

In Aventura, the developers of **Privé**, a 160-unit condo complex on a private island (homes from \$2.3 to \$12 million), hired consultant Kipton Cronkite to give their development art-world cred. He commissioned four 10-by-9-foot paintings by Ross Bleckner for its two towers.

But the King Kong of grand art is certainly Related's **SLS Lux**. Developer Jorge Perez tapped Argentine artist Fabian Burgos to paint a 40,000-square-foot colorblock mural that envelops the (sold-out) 450-unit condo building. Now that's painting with broad strokes.



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