

Contact: Richard Lemus  
Communications Manager

One Lincoln Road  
Miami Beach, Fla. 33139  
Tel: (786) 276-4006, Fax: (786) 999-8817  
Email: [richard.lemus@ritzcarlton.com](mailto:richard.lemus@ritzcarlton.com)

## THE RITZ-CARLTON, SOUTH BEACH CELEBRATES ART BASEL WITH THE LAUNCH OF BASELBIKES

**A bike share program in collaboration with local artists**

**SOUTH BEACH, FL – DECEMBER 8, 2014** – Making a splash in the Miami art scene, [The Ritz-Carlton, South Beach](#) presented its first bespoke bike share program, BaselBikes, which featured six bikes adorned by works from three local Miami artists. Honoring the resort's commitment to support local communities, artists and talents, the hotel commissioned Miami-based artists Felice Grodin, Michael Loveland and Alex Trimino to produce artwork to be displayed on the six bikes which launched in early December to celebrate Art Basel.

The artists were hand-selected by the property owner, Diana Lowenstein, who owns The Diana Lowenstein Fine Arts Gallery. Loveland, Trimino and Grodin produced unique pieces they believe represent Miami's lively culture and thriving community.



Three of the six bikes adorned with the artists' work are part of a 14-day online auction kicked off December 4th. The other three bikes will be available for hotel guests' use. Due to the hotel's pledge to worthy causes and dedication to making a community footprint, the proceeds from the online bike auction will be donated to three non-profit organizations based in Miami. Funds will benefit the Morningside K-8 Academy PTSA program, the Fall Semester University of Wynwood and La Liga Contra el Cancer center. For more information about the BaselBikes auction visit [Charitybuzz.com/BaselBikes](http://Charitybuzz.com/BaselBikes).

“We are excited for the opportunity to team up with The Diana Lowenstein Fine Arts Gallery to launch a bike share program for our guests. BaselBikes is an easy and fun way for our guests to discover South Beach and we are proud to introduce this program during Art Basel. We are honored to be able to work with local, talented artists that not only produce beautiful artwork, but are also dedicated to giving back,” said General Manager, Kevin Kelly.

About the artists:

Michael Loveland is a Miami based artist who gains inspiration from antiwar posters, activist posters and hand-scrawled homes-for-sale signs. Loveland's work portrays the power of an individual's voice in society and in his work, he obliterates all but the mouth. Loveland also produces minimal sculptures, which is inspired by feelings of false securities, foreclosure and abandonment. His artwork is included in several private and museum collections. Loveland's proceeds will go to the Morningside K-8 Academy PTSA program to help the arts department

with events and programs. Morningside K-8 Academy is a public middle school located in on the Upper East Side of Miami.

Felice Grodin is from Italy and currently resides in Miami. With a background in architecture, Grodin's artwork explores processes that merge a physical and mental landscape. Her work is also a blend of cities she has lived in and factors that make those cities resilient, such as San Francisco's earthquakes, Miami's hurricanes and Vince's rising lagoon. Grodin's proceeds will go to University of Wynwood, a non-profit organization that expands and advances literary culture in Greater Miami.

Alex Trimino is a Miami-based visual artist from Colombia. Trimino creates illuminated fiber-based sculptures and installations. She incorporates lo-tech crafts such as knitting's, weavings and crochet to expose social views on civilization, technology and gender. Her goal is to create a connection between past and present with embroidery and technology. Trimino's proceeds will go to Liga Contra el Cancer center. Liga Contra el Cancer is a non-profit organization that provides free medical care to needy cancer patients.

All three artists are represented by Diana Lowenstein Gallery.

Republic Bike custom built each bike utilizing a Dutch style. Each two-wheeler has 1-speed and will have a metal basket on the handlebars. Republic Bike was founded in 2005 and is based in Dania Beach, FL. Republic Bike offers custom bikes customers can build from specific frame designs to the color of the saddle.

The Ritz-Carlton, South Beach is located at One Lincoln Road, Miami Beach, FL. For additional information visit [ritzcarlton.com/southbeach](http://ritzcarlton.com/southbeach) or call (786) 276-4006.

###

#### *About The Ritz-Carlton, South Beach*

The Ritz-Carlton, South Beach is an oasis of luxury and bliss located in the epicenter of South Beach - The restored Art Moderne building in Miami's famed Art Deco district exudes an air of modern sophistication and refined elegance. The resort features 375 newly-renovated guest rooms that draw inspiration from the azure waters of the Atlantic Ocean, Miami's golden sandy beaches and the vigor of South Beach. The Ritz-Carlton, South Beach lies on Miami's most famous beach and is located just steps from Ocean Drive and Lincoln Road - a 10-block pedestrian esplanade with world renowned shopping, dining, nightlife and people-watching. Its centerpieces include the only Ritz-Carlton Spa featuring exclusively La Maison de Beauté Carita, a multi-million dollar art collection, The DiLido Beach Club - the only oceanfront restaurant on South Beach, VIP oceanfront cabanas, 24-hour Fitness Center, grand ballroom, meeting rooms, and elevated outdoor pool overlooking the Atlantic Ocean. For additional information about The Ritz-Carlton, South Beach please call (800) 241-3333, the hotel directly at 786-276-4000, a travel professional or visit The Ritz-Carlton web site at [www.ritzcarlton.com](http://www.ritzcarlton.com).