

ARTS AND ENTERTAINMENT

# Art Basel Paris 2024 to feature expanded public programs, courtesy of Miu Miu

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*Miu Miu is announcing a new role as the public program official partner of Paris Art Basel 2024. Image credit: Paris Art Basel*

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By LUXURY DAILY NEWS SERVICE

Italian fashion house Miu Miu is exhibiting a continued embrace of the arts.

The brand announced its new role as the official partner of public programs for the upcoming edition of Art Basel Paris, slated to take place from Oct. 18-20, 2024, at France's recently refurbished Grand Palais. In addition to supporting a series of freely accessible exhibitions, Miu Miu will present a project of its own at France's Palais d'Ina during the fair.

"The dynamic evolution, for the second year in a row, of Art Basel Paris's Public Program reflects our enduring commitment to the city and to bringing thought-provoking art to some of its most iconic public spaces," said Clement Delphine, director of **Art Basel Paris**, in a statement.

"Ambitious in scope and unprecedented in its nature, our partnership with Miu Miu also marks an important milestone in the show's history, illustrating Art Basel Paris's role as an organization that creates bridges and fosters fruitful exchanges between creative industries," Mr. Delphine said. "I would like to thank Miu Miu, as well as our institutional partners, whose work and enthusiasm are vital to making the Public Program a success."

## General admission

Art Basel Paris 2024 will commence with backing from Miu Miu, its public program official partner.

The pair are propping up an activation that provides an alternative to the paid annual event.

Introduced last October, Art Basel Paris will ensure installations, sculptures and curatorial proposals are placed across historic city hubs once more, making the pieces available to all, free of charge.

Existing stops have included the Palais d'Ina, Beaux-Arts de Paris Chapelle des Petits-Augustins, Parvis de l'Institut de France and Muse National Eugne-Delacroix.

As these stay put on this year's itinerary, organizers of the fourth-edition event have added five venues to this list: Avenue Winston Churchill, Petit Palais, Cour de l'Htel de la Marine, Domaine National du Palais-Royal and Htel de Sully.

Students from the cole du Louvre will guide guests on tours of art at each site from Oct. 16 - 20, 2024.

# MIU MIU TALES & TELLERS



*Miu Miu will present a project at France's Palais d'Ina during Art Basel Paris 2024. Image credit: Art Basel Paris*

Miu Miu's Art Basel Paris entry, titled "Tales & Tellers," builds on the brand's biannual Women's Tales film commission, as well as recent runway show footage from the luxury label.

Spearheaded by London-based interdisciplinary artist Goshka Macuga, and convened by Museu d'Art Contemporani de Barcelona director Elvira Dyangani Ose, Tales & Tellers will be on view to the public free of charge from 10 a.m. to 7 p.m. starting Oct. 16, 2024, running through Oct. 20, 2024; a preview is planned for Oct. 15, 2024.

Online registration for guided tours and panel conversations will go live on [miumiu.com](https://miumiu.com) on Oct. 3, 2024.

Recruiting 195 galleries from 42 countries and territories, a 27 percent year-on-year increase, Art Basel Paris' itinerary is constructed in collaboration with the City of Paris and cultural institutions such as the Muse du Louvre, the Centre des Monuments Nationaux, the Petit Palais, Paris Muses and the Palais d'Ina, seat of France's Economic, Social and Environmental Council, or ESEC.

Several new event updates are expected to attract audiences, one of which is the second-ever Art Basel Shop, as the team circles back on a retail offer it launched last June ([see story](#)), filling the space with exclusive merchandise next month.

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