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**From Beach Town to Arts Capital:
Art Basel Redefined Miami and
South Florida**

From its colorful Wynwood murals to its shining new art museums to its hip Design District, Miami exudes art. You can't go anywhere in South Florida without seeing this staple of life. Miami's arts metamorphosis — most of which occurred in the last two decades — has helped attract the world's wealthy, fuel a modern skyline and transform a beach town into a top global city.

One of the catalysts for this new Miami began in 2002 when Art Basel, the Switzerland-based art fair, made Miami Beach its American home. Art Basel Miami Beach — the biggest contemporary-art fair in the United States and one of the largest in the world — showcases Miami every December in front of the world's top collectors, gallerists, artists and industry professionals.

This year, more than 250 galleries and 4,000 artists from across the globe will be in front of the art world's top curators, museums and collectors at Art Basel Miami Beach (Dec. 5-8, 2019). More than 75,000 visitors visit Art Basel Miami Beach.

More than 900 private jets are expected to arrive in Miami for Art Basel Miami Beach. That's nearly as many as the Super Bowl—an event that attracts about 1,200 private jets.

Art Basel Miami Beach has fueled all kinds of auxiliary/satellite art exhibitions across galleries and hotels.

Art Basel Miami Beach has shown the world Miami is an arts destination. Its popularity boosted local real estate as more international investors and homebuyers made Miami home. Art Basel's popularity encouraged developers and local government to launch and fund new museums and cultural institutions.

Miami has shown how a city can market itself around culture. Arts create a sense of place, attract tourists and educate and inspire citizens to develop new ideas. In recent years, Miami has become known around the world for its cutting-edge building designs. World-renowned architect firms such as the late Zaha Hadid, Arquitectonica and Raymond Jungles continue to enhance our skyline.

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PET

to monitor their sleep quality at night. Now a pet parent can do the same for a dog. A GPS activity track lets an owner track steps, calories burned and sleep quality. It also reveals how much a dog barks, scratches or shakes, alerting an owner that something might be wrong. Some devices will notify an owner if a pet leaves a designated area.

A FINANCIAL COMMITMENT

The cost and quick obsolescence of tech products can make it difficult for small pet stores to carry them, said Audree Berg, owner of Auggie's Pet Supplies in Fort Lauderdale. "It's a pretty hefty financial commitment," she said. "Products that are heavy into technology are usually looked at by young people who are very comfortable shopping online. Technology changes so fast; if I have something sitting in the store for three months, it looks old. People who want tech products want the very latest technology."

In fact, the cost of technology-driven pet products may be a reason for their increasing numbers, Lummis said. "There's not that much growth in the number of households that have pets, so to keep dollar sales increasing, products have to be higher priced."

Perhaps not surprisingly, interest in pet tech is higher among millennials than baby boomers. "They're the drivers of pet technology," Lummis said. "They've grown up with technology and they're comfortable with it."

MAKING LIFE EASIER

Still, most pet parents may want to find a device or two that makes life easier. "If you have a busy schedule but you want to



Courtesy of Chewy

With a two-way audio and video camera and treat dispenser, a pet parent can see, hear, speak to, calm and reward a furry family member from a smartphone, tablet or computer.



Courtesy of Chewy

A device like this one monitors your dog's sleep quality, number of calories burned, exercise, distance and steps. It also tells you how much your dog barks, scratches or shakes.

make sure you're taking the best care of your pets, then pet tech devices can really help," Naser said. "They can save you time." But choose carefully. Don't invest in something your pet is unlikely to use. Take time to compare prices offered by different retailers and check their reputations. Ask about warranties.

"Do your research to find out which product will work for your pet and your home," Naser said. "Read the reviews from pet parents who have tried out the product. Even if a product seems pricey, it's worth it to find a quality, long-term solution that works."



Courtesy of Chewy

With a two-way audio and video camera and treat dispenser, a pet parent can see, hear, speak to, calm and reward a furry family member from a smartphone, tablet or computer.



Courtesy of Chewy

With this door, a pet can come in and out, but no other animals can get in.

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