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Art Platform—Los Angeles

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Art Platform — Los Angeles 2012 Announces Strategic Partnership with Industry Leading Hospitality Company sbe

LOS ANGELES, June 29, 2012 — Art Platform — Los Angeles is pleased to announce its strategic partnership with sbe, a creative hospitality company that develops, manages and operates award-winning hotels, restaurants and nightlife, for the second edition of the modern and contemporary art fair for Los Angeles. sbe will enhance **Art Platform — Los Angeles'** commitment to both VIPs and the Los Angeles community through the cross-promotional marketing efforts geared towards the Los Angeles entertainment industry and its thriving art community. As influential elements of Los Angeles' vibrant culture, the hospitality, entertainment and art industries share an audience, making the partnership between **Art Platform — Los Angeles** and sbe a dynamic alliance.

sbe is a definitive force for hospitality, real estate, and entertainment in Los Angeles that has proven its expertise in redefining the luxury guest experience through its innovative fusion of hotel, restaurant, and nightlife. Founded in 2002 by Chairman and CEO Sam Nazarian, sbe's award-winning hospitality and lifestyle destinations have redefined excellence and innovation for Los Angeles and the world at large. sbe views hospitality as an art form, approaching every situation with a commitment to creativity and to an exceptional guest experience. sbe will utilize its award-winning hospitality platform to offer **Art Platform — Los Angeles'** exhibitors and fair-goers with exclusive opportunities spanning the best of Los Angeles' hotels, dining, nightlife, culture, and entertainment.

sbe has a diverse offering of partnerships and hospitality properties, spanning Southern California, Las Vegas, Texas, Miami and New York. Notable partners include Philippe Stark, MGM Resorts International, BMW, Clear Channel Outdoor, and AEG. sbe Restaurant Group has developed ground breaking dining experiences nationwide, including The Bazaar by José Andrés, Katsuya by Starck, Mercato di Vetro and Cleo. Additionally, sbe Hotel Group has revolutionized the hospitality industry through its SLS Hotels brand and The Redbury Hotel. Through legendary nightclubs and lounges like The Abbey, Greystone Manor, Hyde Lounge, and The Sayers Club, sbe Nightlife Group has had an undeniable impact on pop culture in the entertainment capital of the world.

Art Platform – Los Angeles’ partnership with sbe will help us to accomplish our goal of serving both the Los Angeles and the international art communities. We look forward to reaching a new audience that engages in the cultural fabric of the city and can appreciate the vitality of the Los Angeles art scene, and to exceeding the expectations of all visitors to the fair. I have long appreciated the consideration and attention to detail that sbe embodies in all their projects. Both myself and the organization are excited to associate with such a strong brand in what we hope is the beginning of a long relationship.

-Adam Gross, Director, Art Platform — Los Angeles

*“sbe is committed to celebrating the arts and the art community, and partnering with an organization like **Art Platform — Los Angeles** allows us to do that in a powerful manner,”* added Arash Azarbarzin, President sbe Hotel Group.

ABOUT SBE

sbe is a creative hospitality company that develops, manages and operates award-winning hotels, restaurants and nightlife. Through exclusive partnerships with cultural visionaries, sbe is dedicated to delivering the best in design, culinary and entertainment. Already a proven leader in Southern California, sbe has expanded several of its flagship brands including Katsuya by Starck, The Bazaar by José Andrés, Hyde Lounge and SLS Hotels to Houston, Las Vegas and Miami, and will soon be arriving in New York and in international markets as well. Founded in 2002 by Chairman and CEO Sam Nazarian, sbe is a privately held company. More information about sbe can be obtained at www.sbe.com, or by downloading the sbe App [here](#).

About Art Platform - Los Angeles

Art Platform - Los Angeles art fair demonstrates the rich and diverse cultural landscape of Southern California and underscores Los Angeles' influential position within the contemporary art world.

Bringing together both local and international artists, dealers, collectors, museums and art enthusiasts that play important roles in the vibrant Southern California art community, **Art Platform – Los Angeles** emphasizes the increased recognition of greater Los Angeles as an international art capital. In pursuit of such emphasis, **Art Platform – Los Angeles 2012** will both continue to provide unprecedented access to the art, galleries, institutions and collections that define the Los Angeles art scene, and to contextualize them within a broader, international framework.

Art Platform - Los Angeles will serve as a platform to encourage and deepen the dialogue between the talent of greater Los Angeles and that of the international art community around the globe.

2012 Art Platform—Los Angeles

The modern and contemporary art fair for Los Angeles

Show Dates and Times:

Private Preview: Thursday, September 27, 2012

General Admission: Friday, September 28 - Sunday 30, 2012

www.artplatform-losangeles.com

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