

# FLOATING PIXELS

MIAMI BEACH  
8-10 DECEMBER 2023

## An exhibition by Art Innovation

In conjunction with Art Basel, the digital art exhibition, "Floating Pixels," will take place Dec. 8-10 in Miami Beach. We are pleased to present an extraordinary event that combines technological innovation and visual awesomeness.

The exhibition will feature more than 40 digital artists from over 30 nationalities. Divided into three distinctive sections, the exhibition promises to provide an immersive experience for visitors.

The main section will feature cutting-edge digital works, while the gallery section will allow visitors to explore more established and expanded visions through the valuable participation of *SendRock's* collection. The Discovery section will be reserved for emerging artists, offering them a platform to express their creativity.

The culmination of "Floating Pixels" will be a majestic LED canvas, floating in the ocean, which will be a magical fusion of digital art and the aquatic element.

Due to the impressive size of the LED boat, this installation will be visible from a wide radius, engaging more than 1.5 million viewers. An unparalleled opportunity for the public to immerse themselves in digital art, under the Miami Beach sky.

The growing excitement for this second edition builds on the remarkable success recorded during the previous year. "Floating Pixels" aims to exceed all expectations by bringing a wave of digital creativity to Miami's renowned art scene.

The initiative was also made possible thanks to the technical support of *Ballyhoo Media Services Media*.

In the digital age in which we live, art is taking on increasingly innovative forms, and artists who embrace technological means to express their creativity are shaping the future of art making and collecting. Supporting and enhancing digital art is not only an act of appreciation for contemporary aesthetics, but also an investment in our future vision.

Digital artists, with their innovative genius, challenge the conventional boundaries of art, pushing the limits of creativity and perception. Using advanced

technological tools, they transform lines of code into visual works that stir emotions and stimulate deep reflection. This art form not only captures the essence of our digital age, but also breaks new ground in exploring the connection between humans and technology.

The sustainability of digital art is crucial to fueling innovation and promoting an avant-garde vision of new technologies. As the world evolves toward an increasingly digital future, artists who embrace technology become cultural pioneers, anticipating the challenges and opportunities of this changing landscape. Collecting their art means investing in the future, creating fertile ground for the growth and evolution of artistic expressions. Digital collecting plays a key role in preserving and enhancing digital art.

The ability to own and exchange digital artworks opens up new avenues in the world of collecting, allowing collectors to expand their collections without physical limits. This shift toward digital collecting not only democratizes access to art, but also helps preserve digital cultural heritage for future generations.

Supporting digital artists and enhancing technological art means embracing change and shaping the future of artistic expression. Through ongoing support, we help build a bridge between tradition and innovation, resulting in an art form that truly reflects the complexity and beauty of our evolving digital world.

*Floating Pixels*

*Dec. 8-10 2023*

*@ 12th Street, Miami Beach*

*Backup location: Bayfront Park (if unable to make it in 12th Street, Miami Beach due to weather conditions)*

*Times LED*

*Dec 8: from 6pm to 7.30pm*

*Dec 9-10: from 6pm to 6.45pm*

RSVP [info@artininnovationgallery.com](mailto:info@artininnovationgallery.com) | [www.artininnovationgallery.com](http://www.artininnovationgallery.com)