

DESERT



CASE STUDY

PRESENTED BY

LYN WINTER CREATIVE STRATEGY AND COMMUNICATIONS
CONTEMPORARY ART DESIGN FASHION ARCHITECTURE
LYN@LYNWINTER.COM 213 446 0788 LYNWINTER.COM

OVERVIEW

DESERT X IS A SITE-SPECIFIC, INTERNATIONAL CONTEMPORARY ART EXHIBITION FOR THE CALIFORNIA DESERT, IT WAS FOUNDED IN 2015 AS A NOT-FOR-PROFIT CHARITABLE ORGANIZATION UNDER THE NAME DESERT BIENNIAL TO DEVELOP, ORGANIZE AND PRODUCE A MAJOR EXHIBITION FEATURING INSTALLATIONS IN SELECTED VENUES THROUGHOUT 45 MILES OF THE COACHELLA VALLEY AND SURROUNDING AREA.

DESERT X OPENED FOR THE FIRST TIME FROM FEBRUARY 25 THROUGH APRIL 30, 2017. THE EXHIBITION, CURATED BY ARTISTIC DIRECTOR NEVILLE WAKEFIELD, ACTIVATED THE DESERT LANDSCAPE AS A CANVAS FOR COMMISSIONED SITE-SPECIFIC ARTWORKS AND INSTALLATION PROJECTS BY 16 OF TODAY'S MOST RECOGNIZED INTERNATIONAL CONTEMPORARY ARTISTS, INCLUDING DOUG AITKEN, LITA ALBUQUERQUE, JENNIFER BOLANDE, WILL BOONE, CLAUDIA COMTE, JEFFREY GIBSON, SHERIN GUIRGUIS, NORMA JEANE, GLENN KAINO, GABRIEL KURI, ARMANDO LERMA, RICHARD PRINCE, ROB PRUITT, JULIÃO SARMENTO, PHILLIP K. SMITH III AND TAVARES STRACHAN.

THE THEMES AND LOCATIONS OF THE EXHIBITION ENGAGED SURROUNDING COMMUNITIES, OTHER VALLEY ORGANIZATIONS, VISITORS, AND STUDENTS THROUGH WORKS THAT RESPOND TO ENVIRONMENTAL, SOCIAL AND CULTURAL CONDITIONS SPECIFIC TO THE VALLEY, WHILE ALSO FOCUSING ATTENTION ON THE CREATIVE ENERGY OF THE PARTICIPATING ARTISTS AND THEIR WORK.

DESERT X IS FUNDED BY ITS BOARD OF DIRECTORS, BY PHILANTHROPISTS, WHO ARE WELL KNOWN TO THE DESERT COMMUNITY, AND BY ITS FOUNDING MEMBERS. IT HAS RECEIVED GENEROUS SUPPORT FROM CITIES, ORGANIZATIONS AND CORPORATE ENTITIES IN THE REGION.



GOAL



TO ENGAGE A BROAD LOCAL AND GLOBAL ARTS AND CULTURAL AUDIENCE AND NEW DONOR BASE WITH THE INAUGURAL DESERT X

RESULTS

SECURED NATIONAL AND INTERNATIONAL ARTS, CULTURE AND TRAVEL MEDIA COVERAGE RESULTING IN 1,659,223,713 COMBINED IMPRESSIONS AND MORE THAN 400 LOCAL, NATIONAL, AND INTERNATIONAL MEDIA STORIES.

SPEARHEADED A PROGRAM OF CULTIVATION EVENTS IN CONJUNCTION WITH LOS ANGELES INSTITUTIONS, COACHELLA VALLEY ORGANIZATIONS, INDIVIDUAL DONORS AND PATRONS, AND BRANDS, RAISING COMBINED CASH AND IN-KIND DONATIONS OF \$125,000 FROM FOUNDING MEMBERS, MEDIA AND HOTEL PARTNERS.

CREATED A CREDIBLE AND CRITICALLY ACCLAIMED BLUEPRINT FOR THE NEXT 2019 EXHIBITION.



EXTENT OF COVERAGE

DESERT X HAS GARNERED EXTENSIVE MEDIA COVERAGE IN PRINT, ONLINE AND BROADCAST FROM A WIDE RANGE OF LOCAL, NATIONAL AND INTERNATIONAL PUBLICATIONS



PRINT STORIES: 44 RAN, 11 PENDING*
TOTAL PRINT IMPRESSIONS: 10,696,647

ONLINE STORIES : 375
TOTAL ONLINE IMPRESSIONS: 1,593,415,627

BROADCAST: 15 NEWS AND FEATURE STORIES
TOTAL BROADCAST IMPRESSIONS: 55,111,439

* At time of this report

EXTENT OF COVERAGE

INTERNATIONAL COVERAGE: OVER 50 FEATURES AND NEWS STORIES

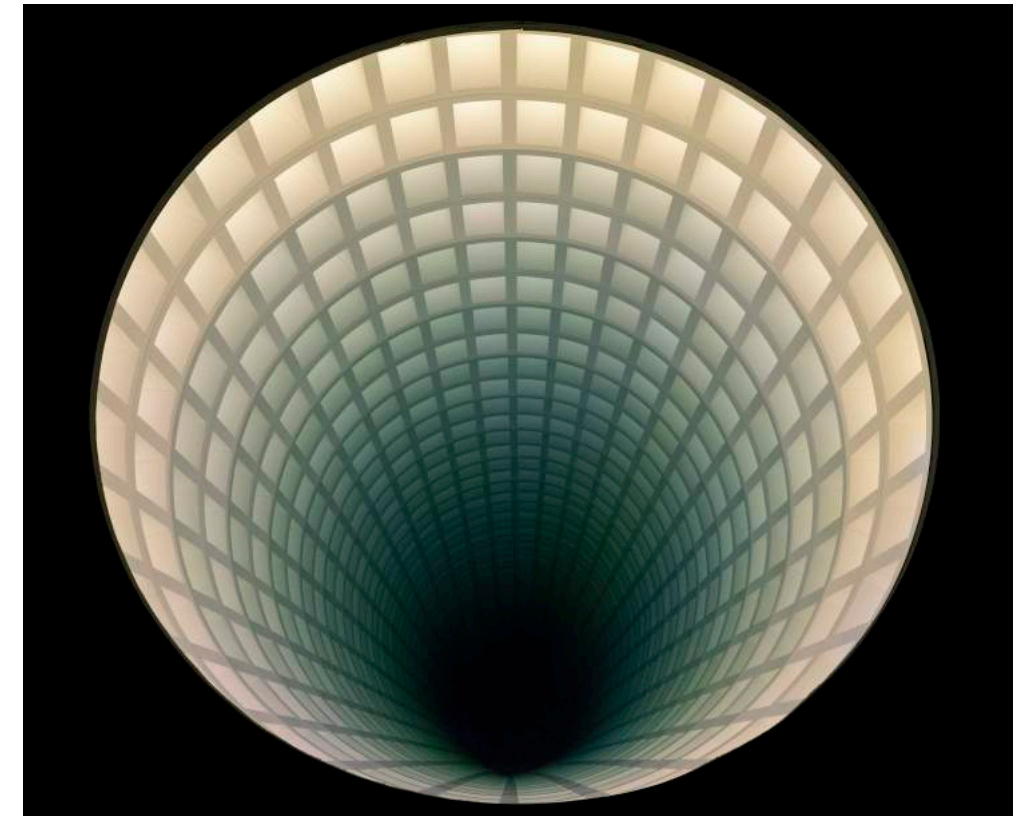
INTERNATIONAL PUBLICATIONS FROM 17 COUNTRIES:

BELGIUM, BRAZIL, CANADA, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, LEBANON, MALAYSIA, PHILLIPINES, QATAR, SPAIN, SWITZERLAND, TURKEY, AND THE UNITED KINGDOM.

5 COVER STORIES

INCLUDED IN BROAD RANGE OF EDITORIAL SECTIONS:

ARCHITECTURE, ART, ART FAIRS, DESIGN, ENTERTAINMENT, FESTIVALS, LIFESTYLE, TRAVEL, NEWS



GLOBAL MEDIA COVERAGE



ARCHITECTURAL DIGEST

"Why Desert X Is the World's
Newest Must-Visit Art Fair"

artnet[®]

"Desert X' Explores the Lure of the
Wilderness With Stunning Art
Installations"

"Doug Aitken Brings Mind-Blowing
'Mirage' Installation to Desert X"

billboard

"Go On a Masterpiece Scavenger Hunt"

Bloomberg

"Skip Coachella. Visit Desert X"

Interview

"Tavares Strachan's Desert Explosion"

LA WEEKLY

"Desert X Has Turned the Coachella
Valley Into an Open-Air Art Gallery"

Los Angeles Times

"Desert X marks its spot for Coachella 2017
art exhibition"

"The site-specific installations in Desert X skip
cliches and dive into Coachella Valley's
complexity"

"Desert X organizers hope to mount their
own sequel — an excellent idea, given the
overall artistic success of this one"

GLOBAL MEDIA COVERAGE

The New York Times

"A Desert Biennial Alongside Coachella is in the Works"

"'Desert X' Treats Arid Space as a Rich Canvas"



"10 Places to See Public Art in 2017"

OBSERVER

"An experience that will be different every day and every moment of the day, sunrise to high noon to dusk to black of night."

theguardian

"Desert X is a scavenger hunt for the everelusive unique experience"



"The latest cultural happening to light up this territory two hours east of Los Angeles"

PAPER®

"Desert X Is Breathing New Life Into The Coachella Valley"



THE ART NEWSPAPER

"Art among the cacti: recurring exhibition to launch in the Southern Californian desert"

Wallpaper*

"Artists disrupt the Palm Springs landscape for inaugural Desert X biennial"

GLOBAL MEDIA COVERAGE



L'OFFICIEL

art
Das Kunstmagazin

MADAME AIRFRANCE

周末 全球新闻财经生活资讯 LIFE STYLE 画报

EL PAÍS

VOGUE BRASIL

ELLE

VOGUE PARIS

AUDIENCE



A LOCAL AND GLOBAL AUDIENCE OF 200,000 VISITORS
IN 9 WEEKS FROM THE USA, AUSTRALIA, EUROPE,
SOUTH AMERICA, AND ASIA

60% OF VISITORS STAYED OVERNIGHT IN THE
COACHELLA VALLEY

25% OF VISITORS' INCOME EXCEEDED \$200K/YEAR





NEXT EDITION OF DESERT X: SPRING 2019

