

## HIGH-HEELLED HEDONISTS AT THE WOLFSONIAN

**C**all her the anti-Patrick McMullan: New York photographer **Jessica Craig-Martin** can often be found snapping away at the same boldfaced names and air-kissing fashionistas as her high-society-chronicling colleague. But no one's going to confuse her work with McMullan's. In fact, Craig-Martin often leaves her subjects' faces out of the frame entirely, preferring to hone in on signifiers of wealth and status, from an arm dripping with jewelry to a pug puppy carried around like a designer handbag.

For its December 7th Art Basel fete toasting textual artist **Stefan Sagmeister**, Miami Beach's Wolfsonian-FIU museum convinced Craig-Martin to journey south and track the local fray—and to produce an "instant" exhibition documenting the evening as it unfolded. Craig-Martin shot digitally, and through the magic of two huge printers in an adjacent room, soon filled a wall with photos of the partygoers as they mingled, schmoozed and knocked back the 2,500 orange-tinted gin cocktails that geometrically formed Sagmeister's own artwork. **Yes, all 2,500 were drained.**

"As the drinks disappeared, the photographs emerged, with one exhibition replacing the other," explains Wolfsonian-FIU director **Cathy Leff**. And was it her decision to feature Craig-Martin's party pics peeling back the Beach's glam surface for a less flattering view? "I like that she's most known for her images of the follies of the rich and famous. We wanted a photographer whose commentary we're interested in—and she certainly has an edge and a point of view."

In a testament to the art world's masochism, half of the 28 different 24-inch-by-30-inch prints Craig-Martin shot that night were sold on the spot, with the



One of photographer Jessica Craig-Martin's instant Art Basel offerings.



Stefan Sagmeister's table-of-cocktails installation, with Jessica Craig-Martin's photographs on the wall behind it.



An aerial view of Sagmeister's orange-tinted gin cocktails comprising *Low Expectations*.

proceeds going to the Wolfsonian. The remaining 14 prints are on sale at the museum gift shop—and at \$1,000 each are priced at a fraction of what her work commands via her Manhattan gallery. Hello, collectors! "Well, I'm not going to stand on the sidewalk in front of the museum waving a big 'For Sale' sign," Leff laughs. "I'd rather have fans of her work be surprised when they come into our gift shop."

—Brett Sokol