

GUSTAF WESTMAN MAKES ART BASEL DEBUT

PRESS RELEASE
THE STANDARD TAKEOVER 2023

For Art Basel Miami Beach 2023, Gustaf Westman teamed up with The Standard Miami Beach to give their café a full makeover.

Filling the space with Chunky and Curvy Mirrors, Blob Sofas, Wine Tables, Spiral Stands and Chunky Cups; Westman turned the space into his own little world. The café became a must-see, for locals and tourists alike.

The café's makeover signifies Gustaf's debut in the American design scene, and the project is a big step toward a long-awaited international expansion.

"It was exciting to see my ideas come to life and my objects fill the Standard's beautiful café. The concept for this project was pretty simple; I wanted to incorporate my objects into the already existing interior at the cafe but still have a very clear Westman-feeling. To create that, I worked with two focus points that I packed with objects. In the first corner you see when you enter the cafe I created a lounge area including my blob sofa and wine table, and the main wall became a colorful backdrop filled with my mirrors.

Witnessing the positive response from both the local community and international visitors was incredible. As I look back on the hectic week of Art Basel, I feel a mix of overwhelm and gratitude, and excitement for my upcoming projects in the US!" Says Gustaf after leaving Art Basel for this time.

This activation marks the start of an exciting partnership between The Standard & Gustaf Westman who plan to continue their collaboration in the near future.

On Display from Monday, December 4th through Friday, January 5th.

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