

NOWNESS.com Presents Exclusive Preview of

Marina Abramović The Artist is Present

NOWNESS and Marina Abramović to Co-Host Exclusive Screening Event for the Documentary Film During Art Basel Miami 2011

Exclusive Editorial Content to be Available on NOWNESS.com Beginning December 1, 2011

New York City, Nov. 30, 2011 -- In connection with Art Basel Miami 2011, NOWNESS.com, the digital leader in luxury storytelling, will premiere a preview of the highly anticipated documentary film *Marina Abramović The Artist is Present*. In addition to the event, an editorial piece that will provide readers with further unique insights into the avant-garde artist will be available exclusively on NOWNESS.com beginning December 1, 2011.

NOWNESS and Marina Abramović will hold a premiere for the film at the Soho Beach House on December 1, 2011. Press is invited to a pre-event screening from 6:30-7:00PM that evening.

Marina Abramović The Artist is Present, directed by Matthew Akers and produced by Jeff Dupre and Maro Chermayeff, follows the “mother of performance art” around the world for one year – from Paris fashion shows, to India’s Swaswara center, to her epic retrospective last year at New York’s Museum of Modern Art (MoMA). The documentary will air on HBO next year and will screen at major film festivals throughout 2012.

Kamel Ouadi, Executive Vice President of NOWNESS, said, “We are honored to be a part of this exciting project. Marina’s vision and the film’s expressive imagery and artistic concepts are consistent with the vision behind NOWNESS – to provide evocative and inspirational content that influences and is influenced by contemporary culture, and to redefine the way that our audiences experience art. Marina’s choice to work with us reflects that NOWNESS has become an ideal online venue for cultural leaders to connect with audiences who appreciate their work, and we are thrilled to be able to offer our readers advance access to this powerful documentary.”

Live updates of the exclusive event will be available on Twitter at #NOWNESSabmb.

About NOWNESS.com

NOWNESS.com, launched in 2010, is the unique and editorially independent website of LVMH Moët Hennessy Louis Vuitton, the world’s leading Luxury Group. Each day, this exciting web platform showcases an exclusive premiere of the most inspiring stories influencing contemporary arts and global lifestyle, previewing the latest in fashion, art, cinema, music, design, travel, and global luxury. NOWNESS.com covers the full spectrum of luxury and the art of living with the level of creativity, innovation and passion for which LVMH is known. Collaborating with the world’s foremost designers, creatives and thinkers in the luxury industry NOWNESS.com is an innovative space where ideas, both timeless and timely, are first and foremost. The site is dedicated to being a vital inspiration and resource for experiencing high-end fashion and culture digitally.

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