
PRESS RELEASE

MIAMI BEACH | NOVEMBER 6 | 2025

Art Basel launches Zero 10, a new platform for art of the digital era debuting at Art Basel Miami Beach 2025

Art Basel announces the launch of **Zero 10**, a new curated platform for art of the digital era, debuting at **Art Basel Miami Beach 2025**. Presented with the support of **OpenSea**, an Official Partner of Art Basel Miami Beach 2025, the initiative extends Art Basel's global ecosystem by connecting the expanding digital art community with the established structures of the international art market.

Zero 10 represents a decisive, long-term commitment to support and empower a rapidly evolving area of artistic production and collecting. The platform will unite leading and next-generation participants — artists, studios, galleries, and digital innovators — with Art Basel's global framework of curatorial excellence and market access. Featuring **12 international exhibitors**, the inaugural edition of Zero 10 will be on view at Art Basel Miami Beach from **December 5–7, 2025** (VIP Preview Days December 3–4), before expanding to select global fairs in 2026 including **Art Basel Hong Kong 2026**.

The initiative's title references *O, 10*, Kazimir Malevich's seminal 1915 exhibition in Petrograd — a historic point of departure for the avant-garde that redefined creative language for a new century. In the same spirit, Zero 10 sets a new benchmark for how digital art can be exhibited, contextualized, and collected within today's art economy.

Curated by Eli Scheinman, a digital art strategist focused on new models of collecting and engagement, the inaugural presentation will feature **AOTM, Art Blocks, Asprey Studio, Beeple Studios, bitforms gallery, Fellowship, Heft, Visualize Value, Nguyen Wahed, Onkaos, Pace Gallery**, and **SOLOS**, alongside a presentation of **Lu Yang**, on loan from the **UBS Art Collection**, presented in collaboration with **UBS, Art Basel's Global Lead Partner**.

Zero 10 builds on a series of recent Art Basel initiatives that have advanced the intersection of art, technology, and market infrastructure. These include the **Digital Art Council**, which convenes leading collectors, artists, and institutional voices to shape Art Basel's engagement with digital practice; the **Digital Dialogues** program, a global conversation series on art and technology; and large-scale digital showcases across Art Basel's fairs, including **Bright Moments' DREAM-O by Huemin** at Art Basel Miami Beach 2024 and a curated presentation of digital works within the Encounters sector at Art Basel Hong Kong 2025. Complementary developments — including the **AI-powered Art Basel App** and the expansion of digital editions in the **Art Basel Shop** — further reinforce Art Basel's commitment to supporting artists and galleries across its physical and digital platforms.

The launch of Zero 10 also coincides with sustained momentum in the digital art market. According to **The Art Basel and UBS Survey of Global Collecting 2025**, digital art has become a core collecting category among high-net-worth collectors, with 51 percent of 3,100 respondents having purchased a digital work in 2024–2025. The medium now ranks third in total spending and has seen its share in private collections more than quadruple over the past year. These findings highlight a structural evolution in collecting behavior — one that Zero 10 both anticipates and

advances, aligning with Art Basel's long-term strategy to expand audiences and market opportunities while supporting the most forward-looking forms of artistic practice.

Noah Horowitz, CEO, Art Basel:

"Zero 10 reflects a strategic conviction: digital art is no longer at the margins — it is integral to how art and the market are evolving in real time. Art Basel is committed to amplifying this development, ensuring that the practitioners and emerging aesthetic, conceptual and commercial structures at the heart of it are supported with institutional rigor and global reach. With Zero 10, we're creating a platform that delivers tangible outcomes for new and established artists, galleries, collectors, institutions and entrepreneurs alike — bridging creative experimentation with sustained market development."

Vincenzo de Bellis, Chief Artistic Officer and Global Director of Art Basel Fairs:

"Zero 10 represents both an artistic evolution and a curatorial statement. The initiative reflects a shifting artistic landscape — one in which digital processes and new media are expanding how artists create and audiences engage — and reinforces Art Basel's responsibility to lead with foresight: to recognize where artistic practice is heading and to provide infrastructure and credibility to enable it to flourish. Zero 10 reflects Art Basel's commitment to art that moves forward and speaks to the present, while Miami Beach, with its dynamic art scene and growing culture of innovation, provides an ideal context for this debut."

Eli Scheinman, Curator, Zero 10:

"Zero 10 brings together key forces across the digital art ecosystem — artists, studios, and galleries whose practices are reshaping how art is made, seen, and collected. From generative and algorithmic systems to robotics, sculpture, painting, light, and sound, the presentations highlight the diversity and conceptual sophistication of a field that has become integral to contemporary art and is now claiming its place within the broader market. I'm incredibly excited to be building this within Art Basel and to be bringing its global platform into meaningful partnership with this fast-growing creative community."

Presentation Highlights

- **Fellowship** will exhibit *No Me Olvides* by **Itzel Yard** (IX Shells), which transforms archival fragments from across Europe, the Caribbean, and Latin America into living, algorithmic compositions exploring memory, gender, and cultural inheritance.
- **bitforms gallery** traces the evolution of generative art through pioneers and innovators — from **Manfred Mohr's** early computer drawings, **Casey Reas's** neural-network *Earthly Delights* to **Maya Man's** live generative work on online desire — revealing how code has become a language of culture.
- **Asprey Studio**, an atelier and London-based gallery, collaborates with the Ethiopian artist collective **Yatreda**, to resurrect and reimagine an *Akodama* — a traditional male crown from Ethiopia's Amhara highlands once worn by chieftains and warriors as a symbol of nobility.
- **Pace Gallery** presents a focused installation from **James Turrell's** *Glass* series, immersing viewers in light and time and transforming perception itself into the artwork.
- **Beeple Studios** reinterprets pop portraiture through robotics and blockchain, interrogating the shifting boundary between human and machine agency.
- **Nguyen Wahed's** triadic presentation unites **XCOPY's** dystopian glitch worlds, **Kim Asendorf's** algorithmic minimalism, and **Joe Pease's** hypnotic video loops, mapping the architectures of digital consciousness.
- Complementing these presentations, **Lu Yang's** *DOKU - Heaven* (2022), on loan from the **UBS Art Collection**, extends the dialogue between art, technology, and transcendence. The single-channel video — rendered through motion-capture choreography and vivid 3D animation — immerses viewers in a hallucinatory digital realm where the artist's avatar meditates on consciousness, transformation, and the search for spiritual awakening in the virtual age.

Art Basel extends its appreciation to Sara Fitzmaurice and FITZ & CO for their strategic counsel and continued support in the development of this initiative.

NOTES TO EDITORS

About Art Basel

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, Hong Kong, Paris, and Qatar. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel's engagement has expanded through new digital platforms including *Zero 10* and the *Art Basel App*, and initiatives such as the *Art Basel and UBS Global Art Market Report* and *Survey of Global Collecting*, Art Basel Awards, and Art Basel Shop. Art Basel's Global Lead Partner is UBS. For further information, please visit artbasel.com.

Upcoming Art Basel shows

Miami Beach, December 5–7, 2025

Qatar, February 5–7, 2026

Hong Kong, March 27–29, 2026

Basel, June 18–21, 2026

Paris, October 23–25, 2026

Media information online

Media information and images can be downloaded directly from artbasel.com/press. Journalists can subscribe to our media mailings to receive information on Art Basel. For the latest updates on Art Basel, visit artbasel.com, find us on Facebook at facebook.com/artbasel, or follow @artbasel on Instagram and WeChat.

Press Contacts

Art Basel, May Mansour
press@artbasel.com

FITZ & CO, Yun Lee and Georgina Zhao
Tel. +1 646 589 0920, ylee@fitzandco.com, gzhao@fitzandco.com