

## **Art and Design Festival's Networking Collaboration: The Place Making**

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### **ABSTRACT**

*International art related businesses have always had goals and objectives of expanding their sales and market territories. Solid networking between two or more art business entities had created immense international collaborative enterprises. Competitive international markets had forced the emergence of new form of global capitalism in art businesses.*

*Successful international art cities are usually the melting pot of many cultures, and also geographically serve as the gateway of the regions. As pioneer of changes these cities inspire people to stay, live, work and express themselves through arts and design within its urban atmosphere. The enduring and continuous art events and happenings within the city are connected, then arranged through activities in seasons and breaks to create comprehensive all year round scheduled of exhibition spaces.*

*These non-stop chains of events will lead to the establishment of art and design communities within. In reality, excellent creative communities are ones with mutual appreciation and sensitivity to their surroundings, well-known because of their uniqueness, settled, actively published and connected to the art-scene worldwide access. With the help of the latest progressive digital multimedia and information technology, the latest art productions are growing into the creation of more vibrant masterpiece products, spanning from traditional painting to digital graphics and SFX animation.*

*The research argues on the capacity of extravagantly integrated art festivals to the place making. Learning from the world market's diagrammatic scheme, geographic locations and solid schedules of events, we could oversee the progressiveness. Miami and Basel, the two world renowned and emerging art cities, demonstrate the successes of place making developments of which, offer a hip and evolving urban living experiences surrounded by modern/contemporary art scenes and activities.*

**Keywords:** *collaborative work, art festival, art community, place making*