



The Fortress building in Miami, Florida is located at 1629 N.E. 1st Avenue, 33132.

THE FORTRESS

First Art Storage Facility in South Florida

By Sophie-Annie Videment

As the first art storage facility in South Florida, Fortress knows how it feels to break new ground. In fact, its New York location was also the first art storage facility there. But if you think Fortress takes its standing for granted, you'd be wrong. After 30 years, it still treats every client as its first.

"The Fortress has been in the business longer than anybody else," says art dealer and collector Francisco Arévalo. "This longevity gives the people working in the company a strong knowledge which enables them to provide a very unique service. I also appreciate very much the discretion with which they carry out their business—it is very important in our field. In addition, at a more personal level, you feel as a client that they really take care of you, that they know you. I really like this friendly and yet extremely professional environment."

This level of exceptional service provided by its team of dedicated, long-time employees is rare to find in the industry. Just ask some of its clients what they think of the staff and you will hear words such as "consistent," "outstanding," "refreshing" and "unbelievable" in their description. Felipe Grimberg, another art dealer and collector, concurs, "We have worked together with the Fortress for more than 12 years, and I am extremely satisfied with them. They are punctual, reliable and also very friendly. It is a trustworthy relationship."

The same level of service that clients receive in Miami can also be found at Fortress' locations in Boston and New York. In fact, the long-standing Miami-New York connection is alive and well at Fortress, as many of its clients have a home in both locations and feel comfortable knowing they can deal with the same company in both cities.

In particular, there is a high demand from both Miami and New York dealers during Art Basel Miami Beach. “Art Basel fair week is one of my favorites,” says Fortress Vice President Kimberley Jones. “Visitors and collectors come to Miami from all over the world. There is a multitude of world class art. It is a very exciting time in Miami.”

Fortress Miami recently completed an expansion and renovation of its private viewing gallery, which offers several options for displaying art depending on a client’s preference. It is available year-round by the day or hour. Obviously, demand is especially high during Art Basel Miami Beach, as, in addition to sales negotiated inside the fair, there are many private sales being finalized during that time.

While hurricane season just ended and South Florida escaped without experiencing a major storm, Fortress’ collection management protocol is always proactive and includes plans to deal with such weather effects throughout the year. In fact, the company’s Hurricane Preparedness Program has been an effective tool for collectors for 30 years, and it stresses the importance for all collectors in South Florida to remain diligent and include the same or a similar strategy in their plans.

Javier Mora, a prominent international contemporary art collector, started using Fortress’ services 10 years ago. “My use of their services has evolved over the years from small storage to full service,” Mora says. “Miami’s climate can be devastating for art works, and my insurance company had cancelled my policy because of the risks associated with the hurricane season. So, every six months now, the Fortress employees pick up my collection, store it in their temperature- and humidity-controlled facility, and reinstall it after the hurricane season. I really like working with them. Everything is



Fernando Botero sculpture on display in Fortress’ viewing gallery.

smooth and easy. They are very good professionals who take good care of the works. The Fortress is unique in Miami.” ■

For more information about Fortress and its services, contact Kim Jones at 305-374-6161 or kjones@thefortress.com, or visit the company online at www.thefortress.com

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Fortress’ viewing room.