

# ART BASEL

## Culture

# SUPERYACHT PARTY

By Terry Check

Images: Courtesy of My Yacht Group

Every year, usually the first week in December, 70,000 contemporary art patrons gather in Miami for Art Basel spending millions of dollars buying artwork, meeting artists and friends, and of course, partying with the rich and famous. When the sun goes down, the world's most interesting people come together aboard the 165-foot, Miss Moneypenny V for the 9th annual charity superyacht reception in partnership with Bank Vontobel, a private banking and investment management group headquartered in Zurich, Switzerland. The invitation-only, guest list hosts an assortment of international "ultra-high-net-worth" individuals, known as the 1% of the 1% where millionaires become billionaires, ranging from business leaders and celebrities to heads of state and art collectors.

Guest of honor, world renowned U.S. Hall of Fame four-time NASA astronaut and three-time Space Shuttle Commander Michael

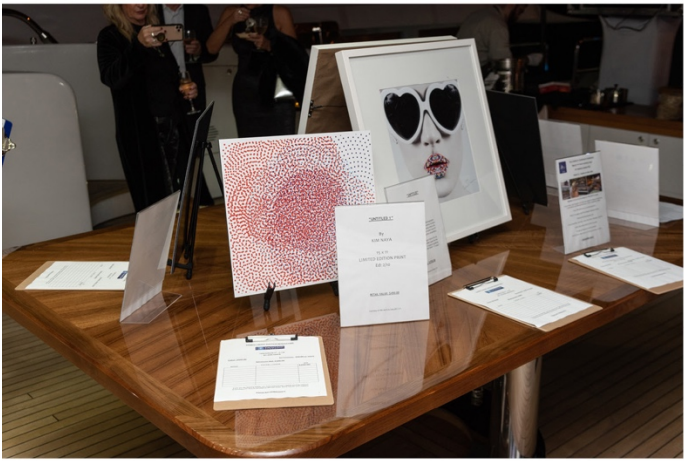
Lopez-Alegria, shared the future plans of Axiom Space offering individuals the opportunity to become Axiom Space Tourists training as astronauts, launching into space and spending ten days aboard the International Space Station; truly a life-defining adventure.

The exclusive "Floating Party" featured the charity partner, YachtAid Global providing humanitarian aid, disaster relief and conservation to coastal communities around the world. With generous on-board pledges and a silent auction featuring items from Axiom Space, Dream Hotel Miami, Gallery 221 and YAG superyacht captains, the fund raising was successful.

The guests came together not only for the fine dining, signature cocktails and live entertainment, but mostly for "Connecting the World's Most Interesting People", the trademark for My Yacht Group. Conversation flowed as freely as the champagne and caviar.







Many thanks to the My Yacht® Group for inviting Mode Lifestyle Magazine to come aboard and enjoy the hospitality of Nicholas and Annabelle Frankl, a dynamic brother and sister team, who established the company twenty years ago. My Yacht Group creates turnkey, luxury hospitality and branding opportunities on board private superyachts at premier global sporting, social and artistic events. In addition to the Art Basel Yacht Party, Nicholas and his sister are planning Superyacht Soirees at the upcoming Cannes International Film Festival, Monaco F1 Grand Prix, Monterey Motoring Weekend, Monaco Yacht Show, San Francisco Fleet Week and the list goes on. Nicholas Frankl and the My Yacht Group are featured on "Floating Parties" on CNBC's "Secret Lives of the SuperRich".

*To find out more about this and future luxury yacht events you can watch this video on YouTube: "Floating Parties" on CNBC's "Secret Lives of the SuperRich" (<https://youtu.be/U3hcLVmHNeo>)*

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