



SUMMER OF FESTIVALS WITH *Berin Iglesias Art*

Whether on the *Amalfi Coast* or on the snowy slopes of the luxurious *French resort Courchevel*, the geography of one of the world's most vibrant music festivals, the *Big Art Festival*, knows no bounds.

By NATALIYA BEZRUK

L'Officiel Monaco spoke with Maxim Berin, the president of Berin Iglesias Art, about how to please guests in different parts of the world, find a right balance between music performance, fashion show and haute gastronomic dinner and how the festival became an international community.

How has the format of the Big Art Festival changed in recent years? Which projects are you most proud of?

As our experience grows, the festival develops and matures, and the service and format become more sophisticated, more refined. There is no upper limit, just as there is no ultimate perfection, and we try to keep to this principle – there is always space to grow. This is proven also by guest reviews. And this basis of quality, on which we stand, gives room for

creativity, we can definitely say that the festival never repeats itself. Every evening is unique in some way.

We are especially proud of some challenging and beautiful projects that we were able to implement, like the Love Ball of Natalya Vodianova Charity Foundation, Andrea Bocelli concert in Capri, gala dinner in the new Royal Atlantis in Dubai, the first event after the big opening with Beyonce.

Berin Iglesias Art has a huge experience in different countries all over the world: Italy, Monaco, France, Spain, Germany, UK and the Middle East. How do you choose the right artists and venues that suit audience preferences?

It is experience, responsiveness to people's demands, the



Images provided by © Berin Iglesias Art

ability to understand them and their needs and even to guess sometimes what they will like, based on the indirect signs. These are the qualities that the head of an event agency needs to have: to fully know and understand his audience. As for the venues we choose all of them according to the essential philosophy of the festival: art and beauty in all things. It is important for us that both the venue itself and its surroundings immerse the guest in an atmosphere of beauty and luxury, creating a perfect harmonious environment.

We created the BIG Art Festival and named it this way, because our idea was to bring together all kinds of art, such as amazing haute cuisine, most picturesque unique locations, matching exquisite scenery and decorations including specially arranged photo zones, performances of the best artists, fashion shows and presentations of the best brands: luxury jewelry brands like Chopard, Chantecler, David Morris, Bulgari, automobile brands like Rolls-Royce, Bentley, Ferrari, Maserati, etc. During one gala-night guests can enjoy all at once in an incredible atmosphere, surrounded by great top audience.

A special highlight of Big Art is the widest geographical range, where the festival takes place, according to the season. In winter we gather our audience in Courchevel, in spring in Dubai, in Burj Al Arab, Bulgari Hotel, Armani Hotel in Burj Khalifa and in other top venues. We hold festival gala nights in summer on the best European resorts like Monaco, Forte dei Marmi, Porto Cervo, etc. Next year we are also planning to hold the festival for the first time at the Royal Albert Hall in London.



A special highlight of Big Art Festival is the widest geographical range, where the festival takes place, according to the season.



Over the years Berin Iglesias Art has worked with the best luxury brands such as Chopard, Chantecler, Omniyat, luxury hotels and top chefs. How do you combine the format of gourmet dining, fashion and an incredible music show? How do you find the right balance?

Since our principle is the supremacy of beauty and quality in everything, every time we try to reach the top in each of the elements. We create, we blend, we elaborate in detail both the interiors and exteriors of the venue, as mentioned above, and the cuisine to serve to the guests depending on the theme and the geography of the gala-night, and the music program, and which luxury brands to present in the best way. The program is always arranged in such a way as to show all the parts of the gala-night, like the facets of a diamond, so that each would shine at its fullest.



Berini Iglesias Art collaborates with the most talented musicians in the world, working in completely different genres, from classical to pop music and jazz.

Your guests follow the calendar of the festival and become a real community. Did you think about the club system?

Yes, you have guessed it, it's really true. As you surely see the idea was in the wind, therefore we came to the point that club system will give new possibilities for the festival and maybe will expand the format and make it even more creative and fascinating. Let us reveal a little secret - this project is in fact the near future, and it will be a completely new and unusual format, as unique as Big Art Festival itself.

Many times celebrities join the events of Berini Iglesias Art as guests. Which stars have been part of the Big Art Festival?

We are proud of the fact that we can collaborate with the most talented musicians in the world, working in completely different genres, from classical to pop music and jazz, with both real legends and young emerging stars, who, we are sure, will soon shine brightly and become known to the whole world.

To name just a few of the stars who performed at Big Art last year, as it is of course impossible to list them all: Maestro Andrea Bocelli, Anna Netrebko, Jamie Cullum, Stephen Hauser, Gypsy Kings, Guy Manoukian, Jamie Cullum, and others. There are celebrity guests as well who come to enjoy the Big Art events: representatives of the Royal Family of the Emirates; Michele Morrone, actor, singer; Steven Seagal, actor, producer; Andrea Bocelli, singer; Veronica Berti Bocelli; top management of large companies like Caroline Scheufele, co-president, art director of Chopard; Nusret Gökçe, chef, restaurateur; Ferit Şahenk, the chairman of Doğu Group, Ermanno Zanini, regional vice president of Jumeirah Group; Zucchero, famous Italian singer as well as many other famous people, cultural and political personalities and business people.

How often do guests ask to organize private events for them?

Certainly, once guests feel the incredible atmosphere we create at our gala-nights, they desire to immerse themselves in it again and again. That is why guests often arrange their recreation in such a way that they attend all of our events, and this is not at all uncommon. And of course, having seen the professionalism of our team and the way we work – not just work, but create, our guests have no doubts about who to invite to celebrate the most important moments in their lives being sure that everything will be done at the highest level and with all their requests taken into account.

The Big Art Festival has a wide geography. In which countries will you hold the festival in 2023 and which artists are you planning to collaborate with?

This summer we will again be expecting guests at the finest European resorts: Monaco, Capri, Forte dei Marmi, Porto Cervo, and we are also discovering a new luxury venue on the Turkey coast, at D Maris Bay in Marmaris. We are already announcing the nearest events.

On July 19 the luxurious Il Riccio restaurant and Beach club on the island of Capri will host a performance by cult musicians kings of incendiary flamenco Gipsy Kings, and the guests will enjoy incredible rhythms, golden hits of all time in the atmosphere of amazing Mediterranean landscapes.

On July 26 in Forte dei Marmi on Twiga owned by Andrea Bocelli there will take place an exclusive gala evening in an incredible environment of beauty and luxury. There in atmosphere of romance and art Leonid Agutin will perform his hits.

On August 2 at the luxurious Yacht club Monaco, where the yachtsmen from all around the world stay, there in the atmosphere of wealthy lifestyle the famous Georgian singer Valery Meladze will perform.

On August 7 at Porto Cervo at the famous Billionaire Club, the most popular celebrity hang-out place a most exceptional gala-night will be held with the participation of the world known star Nicole Scherzinger, the pop-icon and guest of honor who performed at the recent coronation of Charles III at the Westminster Abbey.

On September 10 the premiere of Big Art Festival will take place in the D Maris Bay, the top boutique hotel in Turkey, place of attraction for stars and celebrities the gala dinner will be held with the participation of Seal, the legendary musician, 4 times awarded by Grammy.

We are looking forward to seeing you at the Big Art Festival!