



# BACARDÍ

## THE DEAN COLLECTION X BACARDÍ® PRESENT NO COMMISSION: LONDON

- **London announced as first European city to host immersive art and music event following sell-out shows in Miami and the Bronx**
- **By the artists. For the artists. For the people. 100% of profits direct to artist.**
- **Featured artists include: D Face, Conor Harrington, Hassan Hajjaj and Faile**
- **Music performances from Lady Leshurr and Blood Orange with more to be announced. Past guests included Alicia Keys, A\$AP Rocky, Pusha T, Wiz Khalifa, A-TRAK and Young Thug**

24 November 2016, Hamilton, Bermuda – The worlds of visual art and music will collide when The Dean Collection x BACARDÍ® bring their innovative, experiential platform **No Commission** to London from 8-10 December 2016. Following sell out shows in Miami and the Bronx, the UK will play host to the iconic rum brands first event in Europe featuring work from some of the world's most celebrated street and fine artists, live music acts, and DJ's.

No Commission is a contemporary art fair, curated by music producer Swizz Beatz and The Dean Collection, to forge a direct link between artists' practices and art patronage. The platform is designed specifically to support both new and established artists. All artists are given their exhibition space for free and 100% of the sale of each artwork goes directly to the artists. The injection of immersive music performances from event collaborator BACARDÍ, shakes up the traditional art fair, creating a unique, cultural experience for visitors.

“Our theme for No Commission: London is ‘Juxtaposition’ and celebrates the journey from street art to fine art. Visitors will experience art and music, street art and fine art, street culture and high culture, a bit of grit, a bit of glamour,” explains Swizz Beatz, music producer and global chief creative of culture for family-owned Bacardi. “It’s great to be in the UK. London in particular has a strong connection with graffiti and contemporary art. But it doesn’t stop here. We want to take No Commission around the world!”

The “we” Swizz refers to is rum brand BACARDÍ who has been a committed partner in bringing No Commission to life from the on-set. The brand has a deep heritage in art and music dating back to the early 1900's – from hosting prohibition parties in Cuba to commissioning artworks for their offices around the world.

Zara Mirza, Head of Creative Excellence, at Bacardi adds, “This isn’t just about slapping a logo on an event. This is about creating a global movement and cultural experience that artists and fans genuinely want to be part of. We don’t just bring the music and the cocktails. BACARDÍ provides the platform for artists and lifts the night-time experience, taking it to a whole other level.”

The Dean Collection X BACARDÍ present No Commission: London 8-10 December 2016 at The Arches in Southwark, London (Ewer Street entrance, SE1 0NR, off Union St.). Tickets are FREE but there is limited availability. Visit [www.nocommission.BACARDÍ.com](http://www.nocommission.BACARDÍ.com) for more information. Visitors must be 18 years of age or older.

**Full list of artists displaying at No Commission: London are:**

Ricardo Cavolo Sandra Chevrier DANK (Dan Kitchener) D*Face Ben Fine Jamie Evans FAILE	Fanakapan Hassan Hajjaj HANDIEDAN Conor Harrington Paul Insect Kai and Sunny Tomokazu Matsuyama	Miss Van Jaybo Monk Oker Felipe Pantone Lucy Sparrow Matthew Stone Gary Stranger Jason Woodside
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**About BACARDÍ Rum - The World's Most Awarded Rum**

In 1862, in the city of Santiago de Cuba, founder Don Facundo Bacardí Massó revolutionized the spirits industry when he created a light-bodied rum with a particularly smooth taste – BACARDÍ. The unique taste of BACARDÍ rum inspired cocktail pioneers to invent some of the world's most famous recipes including the BACARDÍ Mojito, the BACARDÍ Daiquirí, the BACARDÍ Cuba Libre, the BACARDÍ Piña Colada and the BACARDÍ Presidente.

BACARDÍ rum is the world's most awarded spirit, with more than 674 awards for quality, taste and innovation. Today, BACARDÍ rum is made in Puerto Rico and Mexico where it is crafted to ensure the taste remains the same today as it did when it was first blended in 1862.

[www.bacardi.com](http://www.bacardi.com)

The BACARDÍ® brand is part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

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