



Pérez Art Museum Miami
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Pérez Art Museum Miami Partners with Absolut Elyx for PAMM Third Thursdays: Poplife Social

MIAMI – November 14, 2017 – Today, Pérez Art Museum Miami (PAMM) announced an exciting collaboration with Absolut Elyx, the new presenting sponsor of PAMM Third Thursdays.

The yearlong partnership will kick off on November 16 during PAMM Third Thursdays: Poplife Social presents the Lexicon Mini-Ball, a night of vogue on PAMM's terrace turned runway. Starting that evening, the Member's Lounge will be transformed with cocktails and décor provided by Absolut Elyx vodka. The lounge is an exclusive benefit for PAMM Contemporaries and above-level members.

Absolut Elyx is a new definition of luxury vodka, built on the principles of quality, integrity and true craftsmanship. Every drop of Absolut Elyx is made with soft winter wheat from a single estate, Rabelof, in Southern Sweden. The wheat is then manually distilled in a vintage copper column still from 1921. The still, operated by a select few, who have inherited their knowledge and expertise from past generations of Swedish vodka makers, is made entirely from copper. The result is an award-winning vodka with a rich and exceptionally smooth mouth feel.

PAMM Contemporaries and above-level members can enjoy Absolut Elyx in the Members Lounge every Third Thursday, beginning November 16, 2017.

About Elyx

Absolut Elyx is the Single Estate, Copper Crafted, Luxury expression of Absolut Vodka. Every bottle is made with soft winter wheat and the most pristine water in the world, drawn from the aquifer deep beneath the ground, in Åhus, Sweden. Absolut Elyx is distilled using sacrificial copper and further rectified by hand using a copper vintage still from 1921. Krister Asplund, Master Distiller, and his team are knowledgeable to oversee the century-old distillation process that has been passed down through generations of Swedish vodka-makers. Absolut Elyx has joined forces with Water for People to support and raise awareness for long-term solutions to the global water crisis.

About Pérez Art Museum Miami

Pérez Art Museum Miami (PAMM) promotes artistic expression and the exchange of ideas, advancing public knowledge and appreciation of art, architecture and design, and reflecting the diverse community of its pivotal geographic location at the crossroads of the Americas. A nearly 35-year-old South Florida institution formerly known as Miami Art Museum (MAM), Pérez Art Museum Miami opened a new building, designed by world-renowned architects Herzog & de Meuron, in Downtown Miami's Museum Park on December 4, 2013. The facility is a state-of-the-art model for sustainable museum design and progressive programming and features 200,000 square feet of indoor and outdoor program space with flexible galleries; shaded outdoor verandas; a waterfront restaurant and bar; a museum shop; and an education center with a library, media lab





and classroom spaces. For more information, please visit www.pamm.org, find us on Facebook (facebook.com/perezartmuseummiami), or follow us on Twitter/Instagram (@pamm).



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