

## Nickelodeon's SpongeBob SquarePants Heads To Art Basel Miami, The World's Premier International Art Show

### SpongeBob SquarePants x MISHKA x L'Amour Supreme Adult Apparel Collaboration Set to be Unveiled in Basel Castle, Sat. Dec. 7; With Special Appearance by Illustrious Artist, L'Amour Supreme

MIAMI, Dec. 6, 2013 /PRNewswire/ -- Nickelodeon's [SpongeBob SquarePants](#) heads to [Basel Castle](#) during the international art show, Art Basel Miami, this weekend with an interactive booth and installation. As the first kids' entertainment brand to be featured in Basel Castle — a mini festival during Art Basel highlighting influential contemporary artists and musicians with interactive exhibitions — [Nickelodeon's](#) booth will have world-renowned artist L'Amour Supreme live paint an eight foot, 3D moveable SpongeBob structure from 11a.m. to 7 p.m. Additionally, the SpongeBob SquarePants x MISHKA x L'Amour Supreme adult apparel collection will be on display in the booth, and available for purchase this month.

"We are thrilled to mark SpongeBob SquarePants' Art Basel Miami debut with such an innovative experience for the series' core fans and art lovers," said Pam Kaufman, Chief Marketing Officer and President of Consumer Products, Nickelodeon. "SpongeBob is an incredibly diverse brand with products that span across an array of categories and age groups, and L'Amour Supreme has captured the essence of the show and translated it in to wearable works of art."

"L'Amour Supreme is an incredible artist, and we knew he would be the perfect person to collaborate with for this amazing SpongeBob project," said Greg Mishka, Co-Owner Mishka NYC. "We were able to meld SpongeBob into our Mishka world seamlessly, and we are super stoked to premiere this at Basel castle. This venue will serve as the perfect platform with this collaboration and we can't begin to thank the Nickelodeon crew for the opportunity."

The SpongeBob SquarePants x MISHKA x L'Amour Supreme adult apparel collection includes two t-shirts, a tank top, a bucket hat, a wallet and a skate deck featuring psychedelic abstract designs. The product line will make its debut at Art Basel Miami's Base Castle, located at Grand Central Park, 721 NW 1st Ave. Miami, FL on Sat., Dec. 7 from 12-11:00p.m. The collection will be sold online at [Karmaloop.com](#) beginning Dec. 7, and [Mishkanyc.com](#) as well as MISHKA's stores in Brooklyn, Los Angeles, San Francisco and Tokyo, beginning Dec. 16.

Since its launch in July 1999, *SpongeBob SquarePants* has become one of the most beloved animated characters in TV history and a global pop culture phenomenon. Currently in its 14th year, the series continues to be one of the most-watched animated series with kids, with one third of its audience 18-49. *SpongeBob SquarePants* is one of the most 'liked' animated series on Facebook, with more than 90 million fans. As the most widely distributed property in Viacom history, SpongeBob is seen in over 170 countries and translated in more than 35 languages. Over the past several years, SpongeBob has averaged more than 100 million total viewers every quarter across all Nickelodeon networks.

#### About Art Basel Miami Beach

Art Basel Miami Beach is the largest collective art show in the U.S. It's the sister event of Switzerland's Art Basel, the most prestigious art show worldwide since the 1970s. An exclusive selection of more than 250 leading art galleries from North America, Latin America, Europe, Asia, and Africa will exhibit 20th & 21st century artworks by over 2k artists. The exhibiting galleries are among the world's most respected art dealers, offering exceptional pieces by both renowned artists and cutting-edge newcomers. Special exhibition sections feature young galleries, performance art, public art projects and video art. The show will be a vital source for art lovers, allowing them to both discover new developments in contemporary art and experience rare museum-calibre artworks.

#### About Basel Castle

Basel Castle, produced by creative collective, The Overthrow, is a conceptually "re:creative" minifestival combining some of the world's most influential contemporary artists & musicians, with uniquely interactive games, installations, exhibitions, and live performances. The project is a full day event during the climax of Miami's internationally esteemed Art Basel weekend. Believe it or not, all this takes place inside and surrounding a castle located in the heart of Miami's Wynwood Art District.

#### About Nickelodeon

Nickelodeon, now in its 34th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 18 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIA.B) <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIA.B).

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