



KEEPING TIME WITH JEFF KOONS

Would it really be Basel without a Koons sighting? The artist's Ikepod watch is launching exclusively at the Webster this week. Expect vodka and light bites provided by Caviar Kaspia every day from 6 to 8 on the third floor.

ATTENTION, Sexy Young Things! Don't miss your chance to get scouted by Bruce Weber! Andre Balazs is toasting the legendary snapper's latest tome, *Roberto Bolle: An Athlete in Tights*, bayside at the Standard from 6 to 8 on Friday.

WITNESS THE WHITNEY! Even the museums are here to play. On Thursday from 6 to 8 at the Standard, Adam Weinberg, Brooke Garber Weidlich, and Beth Rudin DeWoody will fete 75 years of Whitney Biennials.

WHO NEEDS PAY-PER-VIEW? Creative Time's Anne Pasternak curated 10 international works to be shown on the TVs in all the guest rooms at the Standard.

INES, BABY, YOU MADE IT! The delectable Ms. de la Fressange hit town on Tuesday to christen the new Roger Vivier store in Bal Harbour.

the FIX

YOUR DAILY DOSE

SCENE Just accept it—you're going to stay up very, very late on Wednesday. Vito Schnabel, Alex Dellal, and Stavros Niarchos are hosting the raucous afterparty to the RoGraBrant dinner (Aby, Alberto, and Peter) at the W Hotel's new Wall nightclub. Officially, it'll rage 'til 5 a.m., but something tells us Aby won't be shutting this one down before sunrise... And speaking of Lil' Schnabs, Vito is toasting the opening of "Happy Endings," presented by the Bruce High Quality Foundation, at 9 p.m. on Wednesday at the W. Do it! And consider us intrigued: At 9:30 p.m. on Friday at the Standard's Lido Lounge, the afterparty for the 101 Exhibit opening will be officially underway. Much, much later, expect some sort of perky "performance" featuring threeASFOUR, Olivier Zahm, and Doug Aitken, photos of which will end up in *Purple*...

Meet the Ubiquitors!

You're bound to see them everywhere this week. Might as well get used to it!

CURATOR THROWDOWN! PART II

DASHA vs. MASHA

Russian brunette billionairesses both, Dasha is now a mother with a mag to her name. Could Masha still steal her thunder? Discuss!

DARIA "DASHA" ZHUKOVA, 28
Moscow-born Zhukova sits at the helm of Pop magazine and has a host of piping-hot projects on her plate. She's also drop-dead gorgeous.
Sphere of Influence: The Garage Center for Contemporary Culture in Moscow, her insanely well-received (and artworld-sanctioned) gallery space in Moscow.
Curatorial Triumph: "A Certain State of the World," an exhibition of works from the François Pinault Foundation's collection, one of the world's most prestigious.
Extracurriculars: Named editor-in-chief of *Pop* earlier this year, to the chagrin of some, though she was the first to admit her shortcomings. "I read fashion magazines, but I'm not all up in the mix. I'm not from this world. I barely know who half the people are," she confessed to *Interview*.
Who's Her Daddy? Russian oligarch Alexander Zhukov
Alma Mater: UC Santa Barbara
Beaus: Russian billionaire Roman Abramovich (duh), with whom she recently had a child. Previously dated tennis star Marat Safin.
BFFs: Stella McCartney, Olympia Scarry, Larry Gagosian
Evidence of Possible Prudery: "I used to smoke. I don't anymore. I just quit; it wasn't hard," she told the *Guardian*. "I don't swear—I don't like to hear a woman swear."
No She Did Not! "I can't listen to another girl say, 'I'm not a party girl, I just happen to always get photographed falling on the floor with lipstick all over my face and a bottle of champagne sticking out of my bag!'" she told *Interview*.

MARIA "MASHA" BAIBAKOVA, 24
Despite the single consonant distinguishing her from her closest rival, Masha is quick to point out their differences. One turned a decrepit Moscow hangar into a booming international art destination; the other turned a decrepit Moscow chocolate factory into a booming international art destination. That one is 28; this one is 24. See? Differences.
Sphere of Influence: Baibakova Art Projects, her almost-as-insanely-well-received gallery space in Moscow.
Curatorial Triumph: "Against the Day," an exhibition of the work of Luc Tuymans that opened this past September at Baibakova Art Projects.
Who's Her Daddy? Russian mining billionaire Oleg Baibakov
Alma Mater: Barnard; London's Courtauld Institute
Artworld Cred: Baibakova and her father are listed together on *ArtNews*'s latest list of the world's top 200 buyers.
Dasha, Dasha, Dasha! "Dasha and I are extremely dissimilar in the way we view what we do. I always have to make two columns: This is my education; this is Dasha's. This is my program; this is her program. It's a waste of energy."

INGRID AND SANDY ALERT!

Art Basel officially kicked off with your favorite "international editors," Ingrid Sischy and Sandra Brant. The *deux* hosted the *Vanity Fair International/MOCA* party at the Museum of Contemporary Art in North Miami on Tuesday night. Did you ask how they're spending New Year's with Karl?

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