

**The Joule Dallas Hosts THE EYE BALL At Dallas Art Fair**  
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**alwaysFashionWeek**



This weekend, The Joule Hotel hosted a cocktail party in celebration of the sixth annual Dallas Art Fair at the Eye sculpture by Tony Tasset. Guests enjoyed a live graffiti painting by the Sour Grapes collective, a video projection of artist Jacolby Satterwhite's Country Ball 1989-2012, and a DJ set by artist Andrew Kuo. Craft brews, inspired cocktails, and mini soda creams accompanied creative hors d'oeuvres, including brisket donuts. Influenced in part by popular bigger-than-life roadside advertisements and signage that line the roads of America, Tasset's Eye is a 30-foot-tall three-dimensional recreation of a human eyeball with a blue iris, based on the artist's own eye.

Art, fashion, and nightlife industry notables all came together to celebrate, including Richard Phillips, Liza Thorn, Lele Saveri, Piper Marshall, Jonah Freeman, Eric Firestone, Nathalie Karg, James Salomon, Cindy Schwartz, Brad Oldham, and Rajan Patel.