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Biscayne Boulevard Prepares for Miami's Exposé, a Portrait of Miami

Miami, Florida, November 25, 2008 – After months of planning and countless hours executing his craft, local artist Louis Dalmau's dream will become visible to the world. The 20 preview banners of his artistically ambitious dream will be put up for display on Monday, December 1, turning Biscayne Boulevard from 69th to 73rd Street into an open-air gallery that will be open 24-hours a day and will run for seven consecutive days in conjunction with the Art Basel™ celebrations.

Dalmau's artistic interpretation used to create *Miami's Exposé* is reminiscent of the Pop Art movement, but with a modern twist. "Given that Pop Art is a 20th Century art movement that utilized the imagery and techniques of popular culture, it makes perfect sense to associate the design and production elements of *Miami's Exposé* portraits and link them to this artistic style", said Dalmau when asked to describe the project. Technology will play a key role in the creation of the portraits. The most recognized Pop Artist, Andy Warhol, used photo-realistic, mass production printmaking technique called serigraphy to produce his renowned portraits; and, Dalmau is using digital technology to transform his photography into digital art. Pop Art shattered the divide between commercial art and fine art and encouraged the use of unconventional art tools allowing simple techniques such as silk screening to replace conventional paints and brushes. Dalmau's portraits, thought heavily reliant on a keen sense of formal composition, texture and color are enhanced through the use of digital technology.

To express his thanks for the support and encouragement he received, in particular to the citizens turned models that came out for the first set of pictures for the inaugural banners, a reception will be held at the restaurant Uva 69 located at 6900 Biscayne Boulevard on Monday, December 1 starting at 7 PM. A glass of Cointreau will be raised to officially declare the commencement of *Miami's Exposé, a Portrait of Miami*. Those that participated as well as art enthusiasts are encouraged to stop by.

"We are excited that *Miami's Exposé* will be displayed on the streets of this historic district not only for its uniqueness but that it will help bring awareness to the preservation project currently taking place" said MiMo Association President, Fran Rollason. Once the full project is completed in December 2009, a year from now, it will expand from 50th Street all the way down the Biscayne Boulevard Corridor to 77th Street and will consist of 216 canvases measuring 8-feet by 3-feet each with eight different facial renderings for a total of 1728 expressions, a mere sampling of our diversified community.

For additional information contact Louis Dalmau at 305-758-0759 studio; 305-469-2849 cell. Or, via email at louis@dalmau.cc; www.smileformemiami.com.

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