



# MIAMIBEACH

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## PRESS RELEASE

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### **36<sup>th</sup> Annual Miami Beach Festival of the Arts Celebrates MiMo** *-- January 30 & 31, 2010 on Ocean Terrace, North Beach Neighborhood --*

**Miami Beach, Florida** - The 36<sup>th</sup> Annual Miami Beach Festival of the Arts, established in 1974, is the city's longest-running art festival. The nationally recognized event brings thousands of visitors to North Beach's picturesque seaside promenade to browse among the fine art on exhibit while enjoying an array of performing arts and epicurean offerings.

This year's festival will be held on **January 30 and 31**, 2010 from 10:00 a.m. to 6:00 p.m. on the magnificent Ocean Terrace (east of Collins Ave between 73 and 75 streets). The festival is positioned between the open sea, the commercial district, and the open-air band shell and community center.

The Festival has evolved from a local street show to one of the most prestigious cultural art festivals on the East Coast. This signature community event showcases the juried artwork of over 150 unique artists from across the nation, exhibiting paintings, sculpture, glass, ceramics, jewelry, and photography.

"The festival continues its growth as an enriching cultural experience that has become synonymous with Miami Beach and its historical support of the arts," said Miami Beach Mayor Matti Herrera Bower.

In past years, the Festival has invited distinguished artists such as Kenny Scharf and Nam June Paik to create the official festival poster artwork. This year will be no exception with Paul Stanley, the principal songwriter and voice of KISS, one of the most successful and influential American bands. His painting, "Miami Sunset," is this year's festival poster art. The original painting, valued at \$50,000 will be auctioned to support Arts for Learning's after-school programs.

The festival will also celebrate the recent national historic designation of two Miami Beach MiMo (Miami Modernism) districts. A free coming out dance party will be held on Saturday, January 30 at 6:00 p.m. in the North Beach Bandshell, 7250 Collins Avenue with music from the '40s, '50s and '60s. Walking tours of the historic districts will also be held at 11:00 a.m., 1:00 p.m., 3:00 p.m. and 5:00 p.m. Vintage costumes and cars will also line the streets.

This event is produced by the City of Miami Beach with support from the City of Miami Beach Fine Arts Board and the Office of Tourism and Cultural Development. For more information, please contact Max Sklar at 305.673.7577 or visit [www.miamibeachfestivalofthearts.com](http://www.miamibeachfestivalofthearts.com).

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