



POOL Video | Miami Beach | 2, 3 & 4 Dec | 05

FOR IMMEDIATE RELEASE: Art Fair

Contact: Karina Pérez Aragón artist & curator, info@poolartfair.com, Tel. (646) 827 9205

Pool Video: First Edition of the **Pool Art Fair** in Miami, 2005.
December 2, 3 & 4, 2005.
Econo Lodge South Beach, 1435 Collins Avenue, Miami Beach, Florida, 33139

Friday, December 2, 2005:	4pm	Press Preview begins
	5pm to 11pm	Opening Night Party
Saturday, December 3, 2005	3pm to 8pm	General Admission and by appointment
Sunday, December 4, 2005	3pm to 8pm	General Admission and by appointment

New York, NY, November 17, 2005

Frère Independent is proud to present Pool Video, a Miami edition of its annual independent Pool Art Fair. Pool Video Miami Beach, will be held from Friday, December 2nd to Sunday December 4th 2005 at the Econo Lodge South Beach. Following the format of Pool New York, independent artists will exhibit their work and for this special edition in Miami, Pool will be dedicated to video. The show will be comprised of young contemporary art dealers, artist agents, emerging galleries, artists' collectives, and non-profit organizations. Hence, the fair will serve as an invaluable resource for the artistic community and the general public. Exhibitors will be given rooms in which to display their work, creating a unique and intimate setting. They will share with the public their most recent work: unique, original, and challenging art.

Pool is produced by Frère Independent, a not-for-profit art organization that provides new avenues of dissemination and widespread visibility to international emerging and independent artists who are working in non-traditional mediums and who do not currently have gallery representation.

Originally envisioned as an event that would promote camaraderie in the arts by providing a meeting ground and market place for artists, art dealers, curators, and the public, our goal with the Pool Art Fair and the DiVA Fairs is to engage the public and to encourage them to support artists and to access art in their lives. It's imperative that artists be able to eat, read, and pay their rent just like anyone else.

Pool Video is scheduled for the beginning of December during events like Basel Miami, Scope and Aqua. Of the many fairs that are happening at this time, six in total, Pool Video is the only one that is presenting the works of independent artists. The Pool Art Fair will launch with a party at the **Econo Lodge South Beach** Hotel on Friday December 2nd from 5pm – 11pm. The visitors will be the first to meet the artists and, enjoy the show and choose the best pieces first for their collection. Admission tickets for the opening are \$15.00 minimum donation. Tickets are tax-deductible. You may purchase tickets in advance at ticketweb.com or buy them at the door. Pool Video will be open to the public on Saturday, December 3, and Sunday, December 4th, 2005 from 3pm to 8pm.

General Admission

Admission tickets are available at the door during show hours.
Advance purchase is not required. Reservations are not accepted.

Admission to Opening night	\$15.00 minimum donation
Admission	\$ 5.00 minimum donation
Catalogue	\$10.00
<i>(Cash+ Credit cards)</i>	

For more information, please contact us by phone at (646) 827 9205 or by email at info@poolartfair.com or visit us online at www.poolartfair.com.

Frère Independent is a not-for-profit organization that aims to provide widespread visibility to challenging and talented artists, as well as to promote camaraderie in the arts. Frère Independent implements its mission with two annual art fairs: Pool and DiVA.