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ARTSERVE CELEBRATES BRAZILIAN CULTURE AT THE THIRD ANNUAL “ARTBRAZIL” EXHIBIT

FORT LAUDERDALE, Fla. – In celebration of Brazilian Independence Day in September, ArtServe is presenting the third annual “**ArtBrazil**” exhibition from **Wednesday, September 4 through Friday, September 25**. Recognized with a Brazilian International Press Award for last year’s exhibition, “ArtBrazil” will again feature installation work, photography, painting, sculpture, ceramics and other forms of art which incorporate Brazilian tradition and culture in a modern, contemporary context.

Along with many ArtServe members and local artists, the exhibit will highlight the work of featured Brazilian artists whose artwork celebrate and are inspired by South Florida’s contemporary Brazilian art scene. Among the renowned artists participating this year will be Fernanda Frangetto, Jotapé, Tom Costa, Didi Marchi, Blima Efraim, Hamilton Aguiar, Carmem Gusmão, Soco Freire, Claudia di Paolo and others. Once again, respected photographer Jade Matarazzo and Maria Fulfaro of Simply Marketing co-produce the exhibition.

“The art of these highly accomplished artists is continually evolving,” notes Matarazzo. “Their presence in ArtBrazil marks the importance of South Florida as a new center of Brazilian contemporary art.”

Presented by the Consulate General of Brazil in Miami and ArtServe, the gallery exhibition kicks off on September 10 at 6:00 p.m. with an opening night reception that will be a multi-sensory experience with a fusion of Brazilian art and music. All the art is for sale, and all the proceeds go to support the local artists that the non-profit organization ArtServe serves.

“We supported the ‘ArtBrazil’ exhibit from the start as a way to give the local community the opportunity to appreciate diverse expressions of Brazilian culture and soul, through the works of a wide range of talented Brazilian artists,” said Hélio Vitor Ramos Filho, Ambassador and Consul General of Brazil in Miami who will preside over the opening night reception. “Each year the exhibition has grown in size and stature and we are pleased to renew our support and once again place it on the official calendar of Brazil’s National Day’s celebration in Florida.”

Last year’s gallery reception attracted more than 600 patrons and the number of artists requesting participation exceeded capacity. This year, one of the signature elements of ArtBrazil will be a photo exhibition entitled “Amo Noronha,” a partnership coordinated by Rose Anne Leitão, of Smart Trading Miami. Six Brazilian photographers explored the island of Fernando de Noronha this year, one of the most important ecological sanctuaries in the world, and their images of this remote and sacred place will be exhibited exclusively as part of ArtBrazil. Another feature will be “Arte que Salva (Art that Saves), a one night art benefit to support children around the world affected by poverty, natural disasters and illness.

“Anticipation for ArtBrazil 2015 has been mounting all year,” notes ArtServe President and CEO Jaye Abbate. “The word is out that the quality of the exhibit was one of the strongest in the South Florida area. With the addition of other new elements this year, including a cash prize, a pop-up shop and a program of workshops, the importance of this exhibit takes on a new significance. During our 25th Anniversary, this collaboration with the Brazilian artistic, diplomatic and business communities perfectly illustrates our mission.”

ArtBrazil is brought to you by Consulate General of Brazil in Miami, New York Life, Simply Marketing, Jade Matarazzo and RIVA with support from Big Chef, Acontece Magazine, Amo Noronha, Arte Que Salva, Bast Communications, EBCF Rainforest Conservation and the Broward Cultural Division. Admission to the gallery reception on Thursday, September 10 from 6 – 8 p.m. is free.

ArtServe is located at 1350 E. Sunrise Boulevard in Fort Lauderdale and admission to the gallery is free. Gallery hours are Monday - Friday from 9 a.m. - 8 p.m. and Saturday from

10 a.m. - 3 p.m. More information is available at www.ArtBrazil2015.com and www.ArtServe.org or by calling 954-462-8190. ArtServe can be found on Facebook at facebook.com/ArtServeFlorida and on Twitter @ArtServeInc.

About ArtServe

Now celebrating its 25th Anniversary, ArtServe was incorporated in 1988 as one of six original arts incubators in the United States, with a mission of developing programs that support artists and cultural organizations as a means to creating vibrant communities. A 501(c)(3) nonprofit organization, ArtServe offers its members a wide range of progressive services, events, affordable facilities and collaborative programs that promote the visibility of art and culture throughout Broward County and helps artists turn their art into business. ArtServe also manages and programs ArtsBunker at Equality Park, an 8,000 square-foot collaborative art space on the Equality Park/Pride Center campus in Wilton Manors. In 2014, ArtServe was voted Broward County's best non-profit arts organization at the fourth annual Nonprofit Academy Awards, and Best Art Gallery Readers' Choice Award from *New Times Broward Palm Beach*. Programs are supported in part by the Broward County Board of County Commissioners as recommended by the Broward Cultural Council, and the State of Florida, Department of State, Division of Cultural Affairs.

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Brief:

In celebration of Brazilian Independence Day in September, ArtServe presents the third annual "**ArtBrazil**" exhibition from **Wednesday, September 2 through Friday, September 25**. Recognized with a Brazilian International Press Award for last year's exhibition, "ArtBrazil" will again feature installation work, photography, painting, sculpture, ceramics and other forms of art which incorporate Brazilian tradition and culture in a modern, contemporary context. The "ArtBrazil" exhibition will include works by celebrated artists Fernanda Frangetto, Jotapé, Tom Costa, Didi Marchi, Blima Efraim, Hamilton Aguiar, Carmem Gusmão, Soco Freire, Claudia di Paolo among others. Admission to the gallery reception on Thursday, September 10 from 6 – 9 p.m. is free. ArtServe is located at 1350 E. Sunrise Boulevard in Fort Lauderdale and admission to the gallery is free. Gallery hours are Monday - Friday from 9 a.m. - 8 p.m. and Saturday from 10 a.m. - 3 p.m. More information is available at www.ArtBrazil2015.com and www.ArtServe.org or by calling 954-462-8190.