



FOR IMMEDIATE RELEASE

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LOCATIONS AND PERFORMANCES FOR
POP-UP PIANO MIAMI PRESENTED BY STEINWAY PIANO GALLERY OF MIAMI
PIANO DELIVERIES MADE POSSIBLE BY
TOBIAS HAMILTON'S PROFESSIONAL PIANO SERVICE

MIAMI, FL (Wednesday, November 23, 2011) – During the week of Art Basel Miami Beach 2011, Steinway Piano Gallery of Miami presents the premiere of Pop-Up Piano Miami (PUPM), a public art project made possible by The Black Key Group and a host committee of young, local professionals. Steinway has donated ten pianos to be strategically placed throughout locations in Midtown Miami, Downtown, Wynwood District, Brickell, Design District, and Miami Beach. The delivery and strategic movement of the pianos would not be possible without the generous support of Tobias Hamilton's Professional Piano Service. Usually, the company works with over a dozen local piano teachers to provide field trips to educate students on the mechanics of the piano as well as rebuilding, refurbishing, and appraisals for various types of pianos; though during the week of Art Basel, they will be dedicating their efforts to the movements of the pianos.

Ten artists have been carefully selected to customize each of the pianos including Lebo; Miguel Paredes; Trek Six; Alex Yanes and Krave; Rodrigo Echeverri; GG; Arnaud Pages; Alouishous San Gomma; Kazilla; Lorie Setton; and Brian Butler. Below you will find a list of the special LIVE "pop-up" performances on the pianos which will happen twice a day from December 1 – 4, while spectators will have the chance to tickle the ivories in between performances. Pop-Up Piano Miami will kick off with a launch party on Thursday, December 1st at Louis Bar-Lounge at Gansevoort Miami Beach at 9:00PM where The Black Key Group, all participating artists and musicians will come

together to celebrate with a live performance by Jacob Jeffries Band. After Art Basel week, the pianos will be donated to Miami-Dade Public schools with arts programs, local charities, organizations and/or music venues to be announced at the December 3rd Closing Party at Ideobox Artspace located at 2417 North Miami Avenue in Wynwood from 8:30PM – 11:30PM. There will be a special, LIVE performance by Afrobeta.

None of this would be possible without the support of the following sponsors: Steinway Piano Gallery of Miami; Jerry's Artarama; Tobias Hamilton's Professional Piano Service; Shooger; URep Authentic; Ideobox Artspace; Art in Public Places Board - Village of Key Biscayne; Louis Bar-Lounge; Jolt Radio; AlmostFamous.com; ZYR Vodka; 3Gen Wine; BELVEDERE RED; and Ocean Drive magazine.

Additionally, Steinway Piano Gallery of Miami will generously donate a percentage of pianos sales to the Pop-Up Piano Miami Foundation when buyers mention Pop-Up Piano Miami.

PIANO LOCATIONS & ARTISTS

- Adrienne Arsht Center for the Performing Arts of Miami-Dade County (Downtown) – Krave & Surface Merchants
- Bakehouse Art Complex (Wynwood) – Brian Butler
- Gigi's Restaurant (Midtown Miami) – Arnaud Pages
- Living Room presented by AlmostFamous.com (Design District) – GG
- Louis Bar-Lounge (Miami Beach) – Lebo
- Mary Brickell Village (Brickell) – Alouishous San Gomma
- Miami Dade College Wolfson Campus (Downtown) - Rodrigo Echeverri
- The Collective (Wynwood) – Trek Six
- Village Green Park sponsored by Art in Public Places Board (Village of Key Biscayne) – Kazilla & Lorie Setton
- Zadok Gallery – Miguel Paredes

PERFORMANCE DATE & TIMES

- Thursday, December 1
~~12:00PM – Big Brooklyn Red~~ – **PERFORMANCE CANCELED**
Location: Miami Dade College Wolfson Campus (300 NE 2nd Avenue, Miami, FL 33132)
Piano artist: Rodrigo Echeverri

5:00PM - Suenalo
Location: Zadok Gallery (2534 N. Miami Avenue, Miami, FL 33127)
Piano artist: Miguel Paredes

*LAUNCH PARTY (invite only / media please RSVP with media contact)

9:00PM - Jacob Jeffries Band (Doors open to the public at 11pm)

Location: Louis Bar-Lounge at Gansevoort Miami Beach (2325 Collins Avenue, Miami Beach, FL

33139)

Piano artist: Lebo

- Friday, December 2

1:00 PM – Performance by renowned “Rockjazz” pianist ELEW

“Food Truck Fridays” at the Adrienne Arsht Center – 11:30 a.m. to 2:30 p.m.

Free event: Gourmet food trucks, performances, art & giveaways – open to the public!

Piano artist: Krave and Surface Merchants

Location: 1300 Biscayne Blvd. Miami, FL 33132. Lot C at NE 2nd Ave. between 12th and 13th streets (South side of Ziff Ballet Opera House)

www.arshtcenter.org

5:00PM- Brendan O'Hara

Location: Gigi's (3470 North Miami Avenue, Miami, FL 33127)

Piano artist: Arnaud Pages

8:00PM – Juke

Location: The Collective at The Kohn Compound (215 NW 24 ST, Miami, FL 33127)

Piano artist: Trek Six

- Saturday, December 3

12:00PM- Raffa and Rainer

Location: Living Room presented by AlmostFamous.com (North Miami Avenue and 40th street in Design District)

Piano artist: GG

5:00PM- Elastic Bond

Location: Bakehouse Art Complex (561 NW 32nd Street, Miami, FL 33127)

Artist: Brian Butler

*CLOSING PARTY (open to the public)

10:00PM- Afrobeta

Location: Ideobox Artspace (2417 North Miami Avenue, Miami, FL 33127)

Piano artist: Rodrigo Echerverri

- Sunday, December 4

12:00PM - Duran Blu and Big Brooklyn Red

Location: Village Green Park sponsored by Art in Public Places Board, Village of Key Biscayne
Piano artist: Lorie Setton & Kazilla

For more information about additional locations and performances, visit www.PopUpPianoMia.com or follow us on Twitter and Facebook.

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Pop-Up Piano Miami Events

PUPM will host a launch event and closing party. The launch event is open to the public after 11:00PM. The closing party is open-to-the-public. The launch event will be hosted at The Opium Group's Louis Bar-Lounge at Gansevoort South in Miami Beach on Thursday, December 1st. Jacob Jeffries Band will play along with a surprise guest performance. The closing party will be held at the acclaimed Ideobox Artspace in the Wynwood District on Saturday, December 3rd where piano donations will be announced including a special LIVE performance. Lastly, Ideobox Artspace will also be hosting an Art Basel recovery party the following Saturday, December 10th during Wynwood's Second Saturday Art Walk where all ten pianos will be on display.

About Steinway Piano Gallery of Miami

Timothy Feager, General Manager of Steinway Piano Gallery of Miami, stated "Steinway & Sons is very excited about getting behind Pop-Up Piano. We need to bring more awareness to the arts, and this is a great and fun way to accomplish this task." In its 158th year, Steinway & Sons was founded in 1853 by German immigrant Henry Engelhard Steinway in a Manhattan loft on Varick Street. Over the next thirty years, Henry and his sons, C. F. Theodore, Charles, Henry Jr., William, and Albert, developed the modern piano. They built their pianos one at a time, applying skills that were handed down from master to apprentice, generation after generation. Steinway is dedicated to the ideal of making the finest pianos in the world. The result is instruments renowned for their unsurpassed quality. Pianos with such superior sound and responsive touch they enchant the most demanding pianists to date.

About The Black Key Group

Whitney Lykins and Isabella Acker, Co-Founders of The Black Key Group, an artist marketing management company that strives to discover, promote, and revive the local music scene in South Florida. For more information, visit www.theblackkeygroup.com.

About The Host Committee

The Black Key Group (Whitney Lykins and Isabella Acker) created a special host committee of young, savvy professionals throughout South Florida to assist in creating, executing, and facilitating Pop-Up Piano Miami. From curating artists to securing locations for the pianos, the following list of people volunteered on the committee: Yuval Ofir (yo-miami.com); Gaudi Castro (HEARD.); Meris Thomas (Freelancer – Event Production); Arnaud Pages (The Black Key Group - Graphic Designer, Videographer, and Artist); Daniel Rivero (WLRN); Andy Bilbao (Made You Look); Myk Likhov (Authentic.ly); David Yaffe (No Vacancy Films); and Jessica Wade Pfeffer (Jessica Wade Inc.).

About Tobias Hamilton's Professional Piano Service

The Hamilton Piano Company works with over a dozen local piano teachers to provide field trips to educate students on the mechanics of the Piano. We have also donated our services to fundraising for local schools for Autism. Our love of Music, community, and children makes us honored to donate our services to this amazing project. For more information, visit www.hamiltonpianoco.com.

About Ideobox Artspace

Opened in 2008 by founder/partner, Tanya Brillembourg Capriles and director/partner, Herman Leyba in Miami's Wynwood Arts District, Ideobox Artspace is an experimental space where artists, collectors and art lovers interact to live and consume contemporary art. From its inception the space has held innovative exhibitions and represents a diverse range of artists from around the world. Ideobox is a postmodern concept where art can be created, appreciated and enjoyed. The intent of the space is to bring the most cutting edge work to the forefront transforming the consciousness of the art community. Guests are welcome to lounge in the space and become a part of the dynamic environment. With two exhibition areas under one roof, the space represents artists in solo and group shows. In addition, Ideobox contributes to the art community by actively participating in philanthropic endeavors in affiliation with organizations such as, SaludArte Foundation, founded by Tanya Capriles Brillembourg, who also acts as an Honoree Advisor for the art space. For more information, visit www.ideobox.com.

About Louis Bar-Lounge and The Opium Group

The Opium Group is one of the country's most successful hospitality conglomerates, operating Miami's top night clubs Mansion, SET, Louis Bar-Lounge at Gansevoort South, Cameo Theatre, and Mokai as well as Opium at The Seminole Hard Rock Hotel & Casino in Hollywood, FL. A driving force behind South Beach's ongoing cultural renaissance, The Opium Group has been heralded by Harpers's Bazaar, Travel & Leisure, People, Time, The Miami Herald, and numerous other publications for drawing A-list celebrities and the international jet-set to Miami Beach.

About Sing for Hope

Sing for Hope is a non-profit organization that mobilizes professional artists in volunteer service programs that benefit schools, hospitals, and communities. Each Sing for Hope program is defined by the needs of the community, the service of professional artists, and our belief in the transformative power of the arts. To learn more, please visit www.singforhope.org.

About the Village of Key Biscayne Art in Public Places Board

The Art in Public Places Board is an advisory committee to the Mayor and Council of the Village of Key Biscayne. Members serve as volunteers and are appointed by the Village Council. The APP Board oversees the implementation of the Art in Public Places Ordinance, including commissioning of permanent installations of site specific artworks. The Board also sponsors educational activities and special cultural programs for residents and visitors. For more information on Key Biscayne's Art in Public Places Program, including a self-guided tour of the island's public art, visit www.artinkeybiscayne.org. This project is presented in collaboration with the Key Biscayne Community Center.

About the Adrienne Arsht Center for Performing Arts of Miami-Dade County

The Adrienne Arsht Center for the Performing Arts of Miami-Dade County is one of the world's leading performing arts organizations and venues. Made possible by Miami-Dade County's largest ever public/private-sector partnership, the Center is home to the Florida Grand Opera, Miami City Ballet and New World Symphony, America's Orchestral Academy. In addition, numerous South Florida arts organizations perform in its theaters regularly. Since opening in 2006, the Center has emerged as a leader in offering and presenting innovative programming that mirrors South Florida's diversity, as a catalyst for development in Miami, and as a host of impactful community outreach and education programs.

Designed by world-renowned architect Cesar Pelli of Pelli Clarke Pelli Architects, the venue is comprised of the 2,400-seat Sanford and Dolores Ziff Ballet Opera House, the 2,200-seat John S. and James L. Knight Concert Hall, the black box Carnival Studio Theater, a restored Carnival Tower, the Peacock Foundation, Inc. Studio, the Peacock Foundation, Inc. Education Center and the outdoor Parker and Vann Thomson Plaza for the Arts. The Carnival Tower, an architectural icon and one of Miami's oldest Art Deco buildings, houses the street-level BOMBAY SAPPHIRE® Lounge. Events impresario and restaurateur Barton G. Weiss brought his signature style to the Center in 2009 with PRELUDE BY BARTON G, a full-service upscale restaurant. Visit www.arshtcenter.org for more information.

About Shooger

Shooger is a rapidly growing network of real people who share local finds that help save people time, money and give them the latest inside scoop. We work on behalf of our community by negotiating deals and special access to these local hot spots so our users can buy them instantly on their phones and online. Shooger offers merchants a powerful platform to communicate with our users to build better engagement and loyalty. Shooger is headquartered in Miami, Fla. For more information, visit www.shooger.com.

About AlmostFamous.com

Almost Famous (almostfamous.com) is a talent search and discovery site created to enable emerging talent to showcase and connect with a community of fans, industry professionals and venues. We help musicians, models, artists, entertainers and athletes promote their talents. On their AlmostFamous page they can post media, sell their products and get booked for gigs.

About URep Authentic

URep Authentic (www.urepauthentic.com) is a hyper-local t-shirt design competition site that turns hometown pride into one-of-a-kind threads using original designs by local talent. The URep community votes on their favorite tees and the winning designer is awarded monetary prizes and exposure through URep's marketing efforts. A percentage of every shirt sold is given back to the artist and to a charity of their choice. URep is proud to be the official provider for Pop-Up Piano Miami's merchandise during the week of Art Basel Miami Beach. T-shirts designed by the Pop-Up Piano Miami artists will be displayed alongside their pianos throughout Art Basel weekend. Shirts will be sold online at URepAuthentic.com as well as at the outdoor Living Room space on North Miami Ave and 41st street.

About Miami Dade College

Miami Dade College has a long and rich history of involvement in the cultural arts, providing South Florida with a vast array of artistic and literary offerings including the Miami Book Fair International, the Center @ MDC, the Miami International Film Festival, the MDC Live! Performing Arts Series, the Cuban Cinema Series, the Miami Leadership Roundtable speakers' series, numerous renowned campus art galleries and theaters, and the nationally recognized School of Entertainment and Design Technology. With an enrollment of more than 170,000 students, MDC is the largest institution of higher education in the country and is a national model for many of its programs. The college's eight campuses and outreach centers offer more than 300 distinct degree programs including baccalaureate, associate in arts and science degrees and numerous career training certificates leading to in-demand jobs. MDC has served nearly 2,000,000 students since it opened its doors in 1960.

About Zadok Gallery

The Zadok Gallery is an international leader in the presentation and sale of artwork on the primary and secondary markets, Zadok Gallery specializes in contemporary figurative art and exhibits innovative works from artists all over the world. This season Zadok Gallery will present a series of exciting exhibitions including the photographic works of Chen Man, sculptures and installations by Lewis Tardy, Hunter Jonakin, Liu Bolin, Sasha Meret, Sophie De Francesca, Tatyana Murray. The gallery will also feature paintings by Lori Kirkbride, Alexandra Pacula, Marshall Arisman, Karim Ghidinelli. The gallery will have special extended hours during Art Basel week and will be hosting two evening events on December 1st and December 2nd from 7pm until 11pm.