



Media Contact: Sharon Kersten 954.314.7288 kerstenPR@att.net

ART AT THE AVALON

Sunday, November 24 at A Fish Called Avalon

On Sunday, November 24th, A Fish Called Avalon will join with Miamiartzine.com and the Miami Beach Arts Trust to present **Art at the Avalon**, a cocktail reception featuring the Art Deco-inspired paintings of artist Sid Daniels. The event is free and open to the public from 4 pm till 6 pm, with complimentary hors d'oeuvres, a Delightfully Deco Cocktail and a meet & greet with the artist.

Located in the Avalon Hotel, one of the most recognizable, iconic hotels in the heart of the Art Deco District, A Fish Called Avalon presents the ideal locale for showcasing Sid Daniels' artwork, which will remain on display throughout Art Basel and beyond.

Daniels' paintings are a melding of theatrical and architectural elements, with geometric and linear design applications, focusing on images that often convey a sense of humor, rhythm and style. His creations adorned the walls in the motion picture "Tootsie" and were featured in an advertising campaign for Absolut Vodka.

He was born and raised in Toronto, and upon graduating from the Ontario College of Art he worked as a fashion illustrator, later relocating to New York City. He first came to prominence in New York with a series of large-scale, Burlesque-style paintings depicting women and fashion, featuring platform shoes and what was soon to become his trademark umbrellas.

While in New York, artwork he designed for Ann Taylor Shops were transferred to silk scarves and a line of sexy greeting cards. Fiorucci, the trendy New York department store, commissioned him to create life-sized, retro-inspired mannequins that were also featured on the cover of the last issue of Look magazine. Restaurants, hotels and department stores commissioned him to create oversized murals, including installations at Bloomingdales, the Warwick Hotel and Las Paras Caribbean Restaurant in Yokohama, Japan.

Since relocating to Miami Beach in 1997, the distinctive style of the Art Deco District has served as a strong influence and inspiration throughout Daniels' work. This has resulted in a prolific journey of creating new artworks reminiscent of that period. A few paintings from his **Parasol Series** will be on display at A Fish Called Avalon, part of a sequential collection of 14 paintings with repeated imagery that focus on camouflage and pop-like themes with experiments in linear applications and inventive textural techniques.

Daniels has exhibited at the Art Basel Spectrum Art Fair, Aqua Art Miami, and Art Takes Miami at Scope Art Fair Miami Beach, among many other solo exhibitions. His designs were included in the famed "Flamingos on the Beach" and have appeared in several art publications, including *101 Contemporary Artists*, *The Great Big Book of Fashion Illustration* and *100 Southern Artists*.

Art at the Avalon takes place on Sunday, November 24th from 4pm till 6 pm at A Fish Called Avalon, 700 Ocean Drive, Miami Beach. A Fish Called Avalon has set the standard for culinary excellence for the past 30 years, celebrated for its award-winning cuisine, impeccable service and the freshest seafood delivered daily. www.afishcalledavalon.com (305) 532-1727.