



MEDIA ALERT*MEDIA ALERT***MEDIA ALERT***MEDIA ALERT**

RENOWNED CONTEMPORARY ARTIST TREY SPEEGLE KICKS OFF ART BASEL 2011 WITH ROOFTOP COCKTAIL PARTY

Exclusive Hotel Breakwater event to feature body paint-by-numbers and sounds by DJ Valdemar

WHAT/WHO: Popular contemporary artist **Trey Speegle** will kick off Art Basel 2011 with a private rooftop party held **Thursday, Dec. 1, 2011, from 7 to 10 p.m.** at **Hotel Breakwater's "Intimissi Lounge"** rooftop penthouse overlooking Ocean Drive. The exclusive event, which launches his four-day "You/Me" exhibit at the hotel, will feature live body paint-by-numbers by Trey Speegle, signature "You/Me" cocktails and sounds by **DJ Valdemar**.

Speegle's diverse career has been characterized by a unique mix of commercial and fine art. His work combines high- and lowbrow with a nod toward Pop Art, overlaying his meticulous vintage paint-by-number images with messages. Last year, Speegle created a backdrop for **Stella McCartney's** Paris runway show, as well a collection for **Anthropologie Home**. His iconic YOU ARE HERE painting was recently acquired by Microsoft for the lobby of its San Francisco headquarters. Speegle is represented by Benrimon Contemporary and his work can also be seen at the gallery's PULSE Miami art fair exhibition during Art Basel 2011, which is located at The Ice Palace Studios in the Miami Design District.

For more information on Trey Speegle, visit www.bcontemporary.com/treyspeegle or www.treyspeegle.com.

Hotel Breakwater was originally created by Yugoslavia-born architect Anton Skislewicz. In the 1980s, the resort's presence helped South Beach regain its glamorous beginnings when it was featured in a popular Calvin Klein underwear ad fortuitously shot on top of the famous rooftop terrace. Following a multimillion dollar renovation, Hotel Breakwater has returned to the chic and sophisticated status that once crowned her Queen of all South Beach resorts.

WHERE: **Hotel Breakwater**
940 Ocean Drive
Miami Beach, FL 33139

WHEN: Thursday, Dec. 1, 2011
7 to 10 p.m.

RSVP: Breakwater@taraink.com

MEDIA CONTACT: Omar DeWindt
TARA, Ink.
omar@taraink.com
305.864.3434 ext. 157