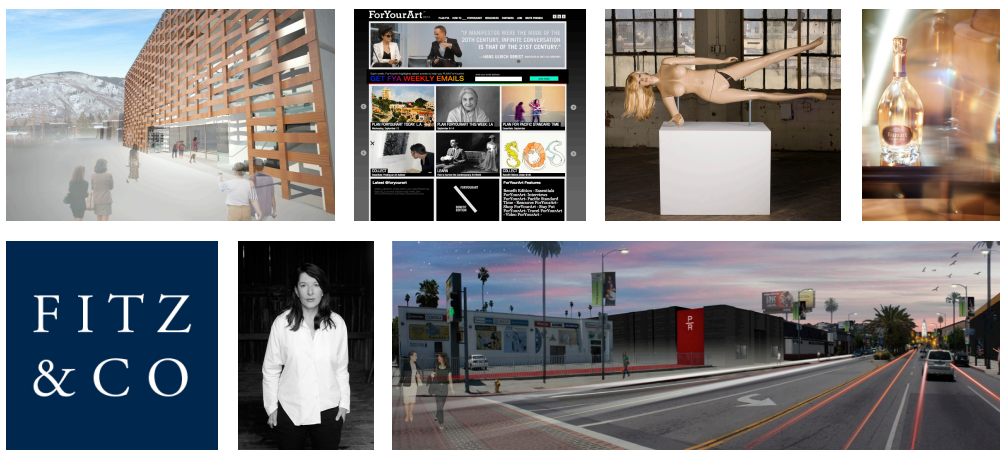


FITZ & CO

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*captions below

FITZ & CO, THE INTERNATIONAL ARTS PUBLIC RELATIONS FIRM, ANNOUNCES NEW WEST-COAST CLIENTS AS PART OF EXPANSION TO LOS ANGELES

FITZ & CO's New York and Los Angeles Offices Service Some of the Most Prominent Arts Organizations Nationally and Internationally

NEW YORK / LOS ANGELES (September 28, 2011)—FITZ & CO, <http://www.fitzandco.com>, one of the leading international arts public relations firms, with offices in both New York and Los Angeles, announces that in addition to its diverse roster of New York and international clients, it has expanded its client roster in Los Angeles, Aspen, and Dallas. As the art world's fall season kicks off, FITZ & CO's clients are presenting an array of dynamic exhibitions, events, fairs, and happenings. FITZ & CO will continue to expand its client base over the next year, with the new Los Angeles office facilitating the service of West Coast clients.

Sara Fitzmaurice, FITZ & CO Founder and President, explains, "Our new West Coast office allows us to service the expanding art community in the West. From California to Texas to Colorado, the arts in the West are burgeoning. We now have the capabilities to service our clients from both coasts. Our office in Los Angeles brings us closer to Asia, which provides exciting new opportunities for our agency and clients."

FITZ & CO's West Coast clients include:

ForYourArt. Bettina Korek's online guide to the Los Angeles art world, ForYourArt launches a new web site today, and introduces the new design of its popular weekly e-newsletter, *PLAN ForYourArt*, which currently reaches over 12,000 subscribers. Its weekly picks reach over 2 million through syndication. ForYourArt will

also serve as an Ambassador for *Pacific Standard Time: Art In L.A. 1945-1980*, producing several talks and guides to the “essentials” to see during this city-wide exhibition from October 2011 to April 2012.

The Museum of Contemporary Art, Los Angeles (MOCA). MOCA’s highly anticipated gala on Saturday, November 12, at MOCA Grand Avenue, features legendary performance artist Marina Abramovic as the event’s Artistic Director. She will choreograph an unforgettable evening of performance and music. MOCA’s Gala Chairs are Maria Arena Bell and Eli Broad with Honorary Chairs Larry Gagosian and Dasha Zhukova. FITZ & CO has worked with MOCA for three years.

Perry Rubenstein. The gallerist Perry Rubenstein, who is married to FITZ & CO’s Founder and President, Sara Fitzmaurice, will open the gallery’s new flagship, 9,000-square-foot space in the center of Hollywood, California, in early 2012, designed by wHY Architecture. The gallery’s first exhibition, with artist Zoe Crosher, opens September 30 at Art Platform—Los Angeles (a new, contemporary and modern art fair for Los Angeles, from September 30-October 3 at L.A. Mart).

Ruinart Champagne. The official champagne partner of Art Platform—Los Angeles, Ruinart will host two exclusive champagne bars at the fair, in addition to concierge service via champagne butler carts. Ruinart will also be unveiling its Kotoli Bento Box designed by Oki Sato of the Japanese design firm, Nendo. Ruinart has partnered with Architecture for Humanity, where proceeds from the sale of the Bento Box will go to support earthquake reconstruction efforts in Japan.

Aspen Art Museum. Founded in 1979, the Aspen Art Museum (AAM) is a non-collecting museum for contemporary art and a leading voice in the intellectual discourse of international contemporary art. The Museum recently broke ground on a new 30,000-square-foot Shigeru Ban-designed building in downtown Aspen. The Museum’s August 2011 benefit, ArtCrush, chaired by collector Amy Phelan, raised a record-breaking \$1.7 million. Construction on the new building will begin during the first half of 2012 with completion slated for late 2013.

Dallas Contemporary. A non-collecting art museum presenting new and challenging ideas from regional, national, and international artists, Dallas Contemporary recently presented *Made In Texas*, a one-night-only interactive culinary performance envisioned by acclaimed food installation artist Jennifer Rubell. The participatory installation, featuring a one-ton pile of tortilla chips, live stretching of queso Oaxaca, limited edition jars of salsa, and a 2010 Texas State Fair champion, took place Thursday, September 22, from 7–10 pm, on the occasion of the museum’s annual LEGENDARY event. A large-scale exhibition of Rubell’s work, *Nutcrackers*, is on view through December 4.

About FITZ & CO:

FITZ & CO, www.fitzandco.com, is a strategic communications and marketing firm specializing in art and culture with offices in New York City and Los Angeles. Founded in 1995, the company offers integrated public relations campaigns that include: media relations, reputation and crisis management, social media communications, marketing counsel, thought leadership, influencer engagement, audience development services, and innovative event strategies. FITZ & CO represents a global roster of clients: the leading

museums, art fairs, galleries, and cultural organizations from around the world, as well as celebrated brands that support the arts. Select current clients include: Art Basel and Art Basel Miami Beach, for which the firm serves as the U.S. Office; Fairchild Tropical Botanic Garden, Coral Gables, Florida; American Friends of the Fondation Beyeler, Basel, Switzerland; Sharjah Art Foundation, UAE; and New York clients: Art Dealers Association of America; Lehmann Maupin Gallery; Paul Kasmin Gallery; Performa 11; Madison Square Park Conservancy; Parrish Art Museum, Southampton.

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*IMAGE CAPTIONS (Clockwise from top left corner):

Aspen Art Museum: Architectural rendering of the main entrance of the new Aspen Art Museum on East Hyman Avenue in the town's downtown core. Image courtesy of the Aspen Art Museum and Shigeru Ban Architects (SBA).

ForYourArt: The ForYourArt Website.

Dallas Contemporary: Jennifer Rubell (2011), *Nutcracker (Lysa)*, Photo by Adam Reich.

Ruinart Champagne: Photo: Jeff Burton. Courtesy Ruinart Champagne.

Perry Rubenstein: Courtesy Perry Rubenstein Gallery.

The Museum of Contemporary Art, Los Angeles (MOCA). Depicted: Marina Abramovic. Photo: Reto Guntli. Courtesy the artist.