

PRESS RELEASE

Wet Heat Project feature documentary film
“miamiHeights: Hernan Bas” is an Official Selection
for the Closing Night program at Lo schermo dell'arte 2009
Festival internazionale di film sulle arti contemporanee
(The Screen of the Arts 2009 International Film Festival
on Visual Contemporary Art, Florence, Italy)

Miami, FL - November 16, 2009

After a world premiere at New York City's Brooklyn Museum on 29 March, the 69-minute documentary film **miamiHeights** will screen on closing night at the Screen of the Arts Film Festival in Florence, Italy on 26 November: <http://www.schermodeellarte.org/ENG/FilmFestival/festival2009/festival2009/programma26/film1.html>

The film captures the heat of liftoff for young Miami artist Hernan Bas, from the 29-year old's highly regarded 10-year retrospective at the Rubell Family Collection during Art Basel Miami Beach 2007, to his opening at New York's Brooklyn Museum in 2009. A behind-the-scenes chronicle of a personal and professional journey during a dramatic rise in the notoriety and market value of his paintings.

For the production of this film the artist shared 18 months of his unfolding experience, moving from a tiny studio on Miami's Biscayne Boulevard to a sprawling loft in the Wynwood district. Scenes of the artist in action include the indelible, solitary act of completing "Ubu Roi (the war march)", a large-scale painting for Bas' 2009 New York solo show at Lehmann Maupin. This detailed sequence on creating work includes comments by the artist, and demonstrates how a painting truly takes on a life of its own.

The film also includes in-situ commentary by art world movers and shapers in Miami, New York and Los Angeles, revealing why and how choices are made to support an artist, why Hernan Bas is reaching new heights, and the economically volatile, capricious business of art.

“In the course of the film we see how at every new level of career success, it always comes down to a kind of balancing act,” says the film's director Bill

Bilowit. "So often the artist has to choose between saying 'yes' to a business obligation, or instead seizing a moment in time for purely creative growth. And sometimes between making more of the same work, or pursuing some passionate curiosity and going into unknown territory."

The film's producer Grela Orihuela observes, "What we discovered during a year-and-a half shooting this film, capturing events and interviews in high-stakes arenas with so many influential collectors, curators, world class galleries and institutions, is the essential truth that all his success begins and ends on the canvas."

Participants include (in alphabetical order): collectors Shelley Fox Aarons (Brooklyn Museum Trustee) & Philip Aarons, artist Ross Bleckner, MoCA North Miami Executive Director & Chief Curator Bonnie Clearwater, Rubell Family Collection Director (2000-2009) Mark Coetzee, Los Angeles collector Gene Corman, Miami collector Rosa de la Cruz, Bass Museum Director and Chief Curator Silvia Karman Cubina, The Brooklyn Museum's Deputy Director of Art Charles Desmarais, artist Rachel Feinstein, gallerist Rachel Lehmann, Judith Rothschild Foundation Trustee Harvey Shipley Miller, Vanity Fair writer and ARTnews Magazine Contributing Editor Barbara Pollack, collectors Don & Mera Rubell, gallerist Fred Snitzer, and The Brooklyn Museum's John & Barbara Vogelstein Curator of Contemporary Art Eugenie Tsai, Glenn Scott Wright of Victoria Miro Gallery.

A graduate of New World School of the Arts in Miami, **Hernan Bas** has in the last several years become one of South Florida's most celebrated contemporary artists. In his painting, drawing, video and installation Bas has found inspiration in mythology, goth culture, and adventure novels, referencing literary greats such as Wilde and Huysmans with romantic, melancholic imagery.

Before moving to Miami, **Director Bill Bilowit** and **Producer Grela Orihuela** owned and operated a New York City production company that conceived and produced corporate events, trade shows and videos for international clients. Previously, Bilowit was a feature film art director and created scenic effects; Orihuela worked as an executive producer for Telemundo and produced rock concerts. In 2002 the partners established Miami-based Tareco Pictures, producing independent feature length and short films, music videos and entertainment media (www.tarecopictures.com)

Watch excerpts from the completed film **miamiHeights** at the website: <http://visitmiamiheights.com/>

Watch scenes from our next feature film, a roller-coaster career journey with conceptual artist Bert Rodriguez: <http://www.makingshitup-themovie.com/>

See frame grab and production still galleries of **miamiHeights** and learn more about Wet Heat Project: <http://wetheatproject.com>

miamiHeights is available for museum, collection and educational screenings and will be available on 1 December 2009 as a DVD edition, featuring special additional scenes.

Wet Heat Project presents original online arts documentary programming:
<http://wetheat.tv>.

For excerpt clips, high resolution images and information or to request media interviews contact Grela Orihuela at contact@wetheatproject.com or telephone (786) 253-9253. Wet Heat Project, P.O. Box 610175, Miami, FL 33261.