

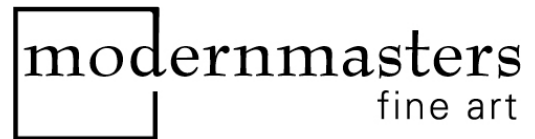
FOR IMMEDIATE RELEASE

Media Contact: Rockaway PR

Dejha Carrington / Alexis Knapp

Dejha@rockawaypr.com / Alexis@rockawaypr.com

O: 305.751.9641 / M: 305.766.9855 / F: 866.820.8691



RARE WARHOL AND BASQUIAT WORKS POP AT ART PALM BEACH

**'ModernMasters Serves It Rare' Exhibit at ModernMasters Booth (Booth 417) –
First View January 19, 2012**

Palm Beach, FL (December 29, 2011) – ModernMasters Fine Art presents works that are rare in the modern and contemporary art world: authenticated screenprints by **Andy Warhol**, original drawings by **Jean-Michel Basquiat** and painting on canvas by **Robert Motherwell**, to name a few. The Indianapolis-based art group, recognized for the quality of their inventory, has curated an exceptional show for **Art Palm Beach, January 20 – 23, 2012**. The **'ModernMasters Serves It Rare'** exhibit will offer collectors and enthusiasts snapshots of why Warhol has emerged as a bellwether in the \$25 billion global art industry with influential pieces by his contemporaries.

"ModernMasters brings to Art Palm Beach works by some of the most important names in modern and contemporary art," said Rhonda Long-Sharp, owner of ModernMasters Fine Art. "More important to discriminating collectors, we bring museum-quality works that are rare and otherwise difficult to locate."

Seldom seen on the auction block, Warhol's 1983 screenprint of Rats & Star's 'Soul Vacation' album cover is of singular quality; a rare example belongs to the TATE Museum in London, England. A doo-wop influenced group, Rats & Star changed their name from The Chanel's when pressured by the fashion giant after their single *Runaway* emerged as an overnight hit in 1980. The band's new moniker is a clever palindrome describing their self-proclaimed journey from rags to riches. Striking a chord with Warhol who grew up in Philadelphia, the son of working class immigrants, he personally photographed the group upon which the screenprint for 'Soul Vacation' is based.

Also created in 1983, the 'Made in Spain' album cover for Miguel Bose further solidifies Warhol as one of the most relevant gatekeepers of the American Pop Art movement. Bose, a Panamanian-born film star and musician, asked Warhol to join him in Madrid where he shot the photos that led to the 'Made in Spain' screenprint. Years later, Warhol appeared in two of Bose's music videos.

During the 1980s, Warhol began working with Jean-Michel Basquiat on a series of collaborative paintings at the suggestion of Basquiat's dealer, Bruno Bischofberger. Warhol, harkening back to his themes of the early 1960's of commercial advertising, added images such as those depicted in 'Steaks 99 cents' to Basquiat's "monsters" in their famous collaboration 'Monster Meat.' In some of their work together, the meat is thought to symbolize the slaves sold during the slave trade in America. A unique piece inspired by a newspaper advertisement, 'Steaks 99 cents' was created circa 1986 (the year prior to Warhol's passing) and intended as a holiday gift for friends.

'Untitled 12' by Warhol is a complicated piece from 1974, only available in a portfolio of 12 works created by highly regarded contemporary artists of the time. Containing numerous layers of screenprinting, a collage of some of the artist's most famous and iconic images is revealed, including: Campbell's Soup (screenprint editions published in 1967 and 1968), Brillo Pad (sculpture), Cow (printed on wallpaper in 1966 and 1972), Flowers (various paintings and series of offset lithographs from 1964), Electric Chair (paintings and screenprints from his exploration of "death") and his version of Mona Lisa.

Shown as the *pièce de resistance* of *ModernMasters Serves It Rare*, even the most ubiquitous of artistic figures once had a business card. Warhol's calling card from the mid-1950s, generally titled 'Tattoo Woman Holding a Rose,' depicts a woman with tattooed commercial images from Ford, Wheaties, Rinso and Mobil Gas, to name a few. All of Warhol's works presented at the fair by ModernMasters Fine Art were acquired from his estate and have been authenticated by the Andy Warhol Foundation for the Visual Arts.

Complementing the selection of Pop Art works, Modern Masters' well-edited exhibition will include a small original painting on canvas by Robert Motherwell; similar pieces in medium and size have auctioned in the range of \$60,000 - \$70,000 USD. First presented at Galeria Joan Prats in Barcelona under the name 'Cave in India,' Motherwell later changed it to 'Apparition.' Since, the work has shown at the Bernard Jacobson Gallery in London and at Ollendorff Fine Arts; travelled to Dedalus (Motherwell) Foundation; and was purchased by Bernd Kluser (of Galerie Bernd Kluser) in Germany. ModernMasters acquired the piece through a Kluser agent, making the appearance at Art Palm Beach a first in Florida.

Visitors can also see works by Constance Edwards Scopelitis and Walter Knabe - both of whom worked with American masters Isabelle Bishop and Thomas Hart Benton respectively - and enjoy videos and memorabilia of Rats & Star and Bose.

ModernMasters Fine Art presents *ModernMasters Serves It Rare*: Booth 417 at Art Palm Beach

Thursday, January 19

First View from 6:00 - 7:30 p.m. | Collectors Invitational from 7:30-10:00 p.m.

Saturday, January 21 from 4:00 to 5:00 p.m.

Artist Reception at ModernMasters Fine Art Booth 417

Fair Hours: January 20 – 22 from noon – 7:00 p.m. and January 23 from noon – 6:00 p.m.

Location: Palm Beach County Convention Center; 650 Okeechobee Boulevard, West Palm Beach, Florida

Admission: One day pass: \$10 in advance, \$15 at the door; Multi-day pass: \$15 in advance, \$20 at the door
Children under 12 accompanied by adult, free

Fair Information: 239.495.9834 or info@ifae.com

More About ModernMasters Fine Art

ModernMasters Fine Art is founded on the guiding principles of integrity, disclosure and fairness. With an unparalleled guarantee that works are authentic and that condition is as represented, the Indianapolis-based art group's goal is to provide an experience as close to a gallery as possible in a virtual world. Under the helm of owner Rhonda Long-Sharp, J.D., an IFAA (www.ifaacertified.com) appraiser, ModernMasters' team experts takes pride on handling top-notch works of art in exceptional condition. For additional information, please call 866.370.1601 or email info@modernmastersfab.com.

#