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Florida Artist Unveils New Coffee Table Book Featuring the Sunshine State

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HOLLYWOOD, Fla. (Aug. 15, 2005) – An artistic journey that began nearly two years ago is complete this week with the unveiling of a new cutting-edge large format coffee table book featuring Florida, one of the world's most unique and diverse destinations. Florida...Beyond the Blue Horizon showcases the beauty and mystique that is the Sunshine State through the photographic lens of award-winning artist Alan S. Maltz.

For two decades, Maltz has been capturing Florida's beaches, starry nights and flora. But this original new book of images captures the state's hidden treasures and reveals familiar scenes more vividly than could be imagined. Maltz's art serves as a tour guide to the natural wonders that are Florida.

"Maltz's unique style and interpretation inspired us to proclaim him the official fine art photographer for VISIT FLORIDA in October 2003," said Bud Nocera, President and CEO of VISIT FLORIDA. "Florida...Beyond the Blue Horizon is the fruition of this innovative marketing partnership. Maltz's images can also be seen in our award-winning Colors of Florida advertising campaign and have been used by journalists writing travel articles about the state," added Nocera.

A Key West resident, Maltz expresses his artistic vision through photography. Using only a 35mm camera and slide film, he seldom uses filters to achieve his final vision. Instead, he relies on the natural light and beauty of the moment.

Maltz's work graces private, public and corporate collections throughout the United States, including The Carter Center and Presidential Library in Atlanta; Southwest Florida International Airport in Fort Myers, Fla., Hawk's Cay Resort, Duck Key, Fla., American Airlines Arena, Carnival Cruise Lines and BellSouth in Miami; Hallmark in Kansas City; and Eaton Corporation in Woodbury, NY.

His previous coffee table books, Key West Color and Miami - City of Dreams, were

both honored by the National Association of Independent Publishers with their prestigious “Best Coffee Table Book of the Year” award. Miami - City of Dreams was also designated the official coffee table book of Miami-Dade County.

Maltz’s photographs have graced the pages of celebrated publications such as The New Yorker, Town & Country, and American Heritage. The New York Post, Miami Herald, Philadelphia Inquirer, Newsday, ARTNews, Nikon World and many others have praised his vision.

The Alan S. Maltz Gallery is located on Duval Street in Old Town Key West. This innovative studio serves as Maltz’s base of operations and features his cutting-edge fine art, limited edition prints and published works. Maltz can often be found here, personally greeting guests and sharing his vision behind each piece. Earlier this year, he opened a second gallery at Hawk’s Cay Resort, located on Duck Key in the Florida Keys.

Florida...Beyond the Blue Horizon retails for \$65. However, bulk quantity discounts and VISIT FLORIDA Partner savings are available through the publisher, Light Flight Productions.

For more information about Maltz, Florida...Beyond the Blue Horizon, and his other projects, call 305-294-0005 or visit www.alanmaltz.com.

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