

Artist's Vision Leads to Major Change at Ocean Reef Club Town Hall Conference and Meeting Venue Gets a Makeover



KEY LARGO, Fla. - Ocean Reef Club's Town Hall, a 7,500 square-foot ballroom and meeting facility, recently underwent a significant transformation with the installation of eight mural-sized fabric tapestries, ranging in size from 10' x 6.5' to 17' x 8'. Subject matter includes scenes from the surrounding area, specifically the Everglades and the Florida Keys.

Paul Astbury, Ocean Reef Club President, commissioned renowned fine art photographer Alan S. Maltz to create these works to reflect and conform to the conservative nature and décor of the venue.

"The club was looking to dress the room in a way that would bring the natural surroundings found in the Florida Keys indoors, while not distracting from the customized decorations that are used when we host meetings, weddings, private events and club activities," Astbury says. "These depictions provide the perfect backdrop for many of these events."

Since Maltz is known for his vibrant colors, he went back to the drawing board and, after several weeks of discovery and experimentation, came up with the solution: a blend of sepia tones and muted colors that gives the imagery the appearance and feel of an old hand-tinted photograph. The result was so compelling that it inspired Maltz to expand his portfolio with an "Old Florida Collection" of 25 additional works of art to date.

"The term 'Old Florida' generally denotes the way it was at least two generations ago, from the 1950s and earlier," Maltz says. "For me as an artist, it brings to light a feeling, a style and an essence - a heart-tugging pull to a simpler, freer life."



Bahia Honda Sunrise - Old Florida Collection

Maltz's photography is not new to Ocean Reef Club, as he installed his first mural-sized work of art for the private resort in its Great Heron Hall in 2007. The canvas piece, titled "Guiding Light," measures 12' x 8' and is on permanent exhibition.



About Alan S. Maltz

Acclaimed photographer Alan S. Maltz resides near Key West where his fine art is featured in his gallery on Duval Street. His photography of nature, destinations and landscapes throughout the state of Florida has earned him the designation of "Official Wildlife Photographer of Florida" by the Wildlife Foundation of Florida, as well as "Official Fine Art Photographer for the State of Florida" by VISIT FLORIDA. Maltz's art is represented in private, public and corporate collections throughout the world. Among them are: Bank of America Tower at International Place in Miami; Carter Presidential Library in Atlanta; The Ritz-Carlton in St. Thomas, U.S. Virgin Islands and Canson in Caen, France. He is the author of five acclaimed and award-winning photography books and has been featured in regional and national publications including The New Yorker; US Airways magazine; Newsday; Miami Herald; O, The Oprah Magazine; Gulfshore Life and Florida Monthly. To learn more about Maltz and his work, visit www.AlanMaltz.com.

About Ocean Reef Club

Nestled in 2,500 secluded, tropical acres on the northernmost tip of Key Largo in the Florida Keys, Ocean Reef Club is considered one of the country's most comprehensive communities. Offering 1,700 waterfront estates, private homes, condominiums and boat slips, Ocean Reef Club also features an oceanfront Inn, full-service spa and salon, and an array of dining and shopping options. For more information, visit www.OceanReef.com.