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Wed, Aug 24, 2005

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## Keys photographer releases coffee table book

KEY WEST — An artistic journey that began nearly two years ago was completed last week with the unveiling of a new large-format coffee table book featuring Florida.

"Florida, Beyond the Blue Horizon" showcases the beauty and mystique of the Sunshine State through the photographic lens of award winning Key West artist Alan S. Maltz.

For two decades, Maltz has been capturing Florida's sandy beaches, wildlife and unique architecture. His 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 from Pensacola to the Florida Keys.

"Alan's unique style and interpretation inspired us to proclaim him VISIT FLORIDA's official fine art photographer 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. We have also used his fantastic images in our award-winning 'Colors of Florida' advertising campaign and many journalists writing travel articles about the state have used his images to complement their pieces."

The 168-page "Florida, Beyond the Blue Horizon" was unveiled at this year's Governor's Conference on Tourism, held last week in Hollywood.

"For me, this book has been a labor of love," Maltz said. "I have learned a great deal and now have a more hands-on appreciation for my state. I realize I have barely touched the surface of discovering all its wonders."

Preferring 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.

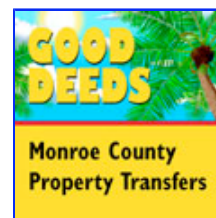
Maltz's work graces private, public and corporate collections throughout the United States, including The Carter Center and



Yandy Rocamora Second grade Gerald Adams Elementary School

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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 "Best Coffee Table Book of the Year" award.

Maltz's photographs have also appeared in the pages of 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 work.

The Alan S. Maltz Gallery is located on Duval Street in Old Town Key West.

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.

"Florida, Beyond the Blue Horizon" retails for \$65. For more information, call 294-0005 or visit [www.alanmaltz.com](http://www.alanmaltz.com).



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