

**RELEASE DATE:** June 18, 2010

**CONTACT:** Linda Piper, Events Coordinator

**Email:** piperlr@cityofgainesville.org

**Telephone:** 352-393-8536

---

**FOR IMMEDIATE RELEASE**

## **Local artist offers a new look at historic landmark**

The 29<sup>th</sup> Annual Downtown Festival & Art Show is proud to present this year's poster artist, Hugo Cruz. The featured artwork, "The Clock Tower," showcases his use of infrared photography to reveal new perspectives of the familiar world around us. As Hugo attests, "I fell in love with infrared photography primarily because of its ability to expose the ethereal and invisible universe of the infrared spectrum. It is equivalent to having a new sense ... an enhanced vision that manifests the hidden beauty of common subjects that we may have taken for granted." His unconventional artistry presents a vivid, new take on Gainesville's downtown Clock Tower, an iconic structure that is rich in history and grace.



"I love Gainesville for its natural beauty, friendly residents and cultural abundance. I have been a visitor to the Downtown Festival & Art Show for nearly 20 years and have always admired the talented artists featured in its posters," he said. "Being only my second year as an artist/exhibitor, I am truly humbled and appreciative to be part of this honored history of elite poster artists. This is truly a dream come true."

Hugo Cruz, a Gainesville resident, graduated from the University of Florida with a bachelor's degree in liberal arts. After graduating, he had a successful career as a graphic artist, designer and publisher, but his passion was always creating unique art in different mediums. As a self-taught artist with an avid affinity to learn new techniques, he recently decided to dedicate himself to art full time. Cruz's current focus is in three distinct and captivating mediums: infrared photography, metal art and acrylic painting.

Cruz is a respected member of the Gainesville art community and has won several awards and honors, including having his infrared photograph of the Baughman Center featured on the front cover of Gainesville's 2010 AT&T Yellow Pages. He also won the First Annual Gainesville Photography Contest earlier this year. Cruz's art and event schedule can be viewed on his website at [www.HugoCruzGallery.com](http://www.HugoCruzGallery.com). He also welcomes visitors to his local studio and gallery.

The Downtown Festival & Art Show, held on Saturday, Nov. 6 and Sunday, Nov. 7, is Gainesville's most beloved tradition and a nationally recognized event. The festival will fill historic downtown, from City Hall to the Hippodrome State Theatre, with art, fine cuisine and live music and entertainment on three stages. Two hundred and fifty of the nation's top artists will display their original oils and acrylics, vibrant watercolors, breathtaking sculptures, elegant jewelry, decorative ceramics and stunning photography. Children can experiment with the creation of art at the "Imagination Station," which offers a vast selection of free, hands-on art activities.

The festival is free and open to the public. For more information, visit [www.gvltculturalaffairs.org](http://www.gvltculturalaffairs.org) or call 352-334-ARTS.