

# THE BETSY SOUTH BEACH

## **ERIC GINSBURG'S FRIDGE FAIR COMES TO THE BETSY HOTEL FOR ART BASEL MIAMI BEACH 2016**

*THE BETSY HOTEL PRESENTS A CURATED MINI-FRIDGE IN ITS OCEAN DRIVE UNDERGROUND GALLERY*

**(October 12, 2016, Miami Beach) THE BETSY HOTEL (THEBETSYHOTEL.COM) PRESENTS A CURATED MINI-FRIDGE (FRIDGEARTFAIR.COM)**, the Art Basel Festival formerly known as *ERIC GINSBURG'S FRIDGE FAIR*, and AKA *"The little art fair that could"* will go on for another year thanks to a fortunate turn of events. Fridge Art Fair, originally expected to take place this year in Little Havana, has found a new home in The Betsy Hotel, returning to Miami Beach for the second year in a row. As the story goes ... the historic Little Havana hotel expected to host was under construction, placing the Fair in a desperate quandary. Construction projects can be challenging (indeed). *(If time is short here's the scoop: Art Prevails!)*

Fridge founder and avid dog painter, Eric Ginsburg, was devastated and ready to give up on making Fridge Art Fair a part of Art Basel/Miami Beach 2016 when he received an offer of partnership from The Betsy Hotel. Though The Betsy too was under construction, Deborah Briggs, Vice President for Philanthropy and sister of the owner, was ready to rock and roll. The hotel, noted for contributions to the arts and interest in gestating community, was an ideal venue for Fridge, and proposed a bit of a smaller version this time around, renamed The Betsy's Curated Mini-Fridge and taking place in its underground gallery. So it was, at the very last minute, that the green light was once again given to its founder Mr. Ginsburg to continue. Some specific plans for this year's Fair:

- Suggested charitable donation of \$10 with proceeds donated to SPCA programs in Miami and Zimbabwe.
- The "Mini Fridge" experience will be curated by Eric Ginsburg, and the Hotel arts team.... from an international call for wide-ranging works coming from past Fridge exhibitors and new voices.
- Exhibitors range from established legends to hopeful will-be-knowns, to include: (among others)
  - William Wegman, Jo Shea Jaroslawic, Gene Beery, Jose Mapily, Cheryl Edwards Black, and Eric Ginsburg

**The VIP Press Preview will be held on Sunday, November 27th from 3-7 PM** and the show will be open through Art Basel – in the Underground Gallery, accessible through the front door of The Betsy – at 1440 Ocean Drive. **The all property opening at The Betsy Hotel is scheduled for December 3, 2016 from 5:30 to 8:30 PM.**



This is a fridge by Eric Ginsburg, but it's not the Fridge Art Fair by Eric Ginsburg. Are you?  
Eric Ginsburg

**ABOUT THE ARTISTS NOTED ABOVE - For a complete list of exhibiting artists for Art Basel Miami Beach 2016 –**  
[info@fridgefair.com](mailto:info@fridgefair.com).

**Jo Shea Jaroslawicz** finds harmony between the religion he was born into and his fierce creative streak and blazes his own trail between the polar opposite worlds of ultra orthodox Judaism and the 21st century art world. **Irina Sheynfeld** is a visual artist born in Odessa, Ukraine, who has also worked as a designer and illustrator for The Wall Street Journal, Time Warner and Oxygen Media. **Cheryl Edwards Black** is a Miami-born artist trained in political science, Black History, Law and Art. **William Wegman** is an icon in the world of art, an American artist best known for creating series of compositions involving dogs, primarily his own Weimaraners, in various costumes and poses. His exhibited work was donated by the artist, with sales to benefit an animal rescue program in Zimbabwe. **Gene Beery** is an American painter and photographer, who has been described as an expressionist, Pop artist, Minimalist, and Conceptualist in the span of his 50+ year career. **Cristel van Zunderd** is a Dutch artist and illustrator who primarily specializes in experimental graphics, lino printing and charcoal drawing. **Michelle Hill** is an American painter known for her figurative work on copper, combining traditional techniques on nontraditional surfaces. **Eric Ginsburg** is the founder of Fridge Fair and widely regarded as an artist for his painterly images of dogs; his mini-fridge image is the festival's icon. (More information at [info@fridgefair.com](mailto:info@fridgefair.com).)

**The Betsy – South Beach** ([thebetsyhotel.com](http://thebetsyhotel.com)), a luxury boutique hotel known for its commitment to philanthropy, arts, culture, and education, announces exhibitions for Art Basel Miami 2016 that include the work of Fay Lansner (1921-2010, USA), Christopher Carter (USA), Ricardo Cavolo (Spain), Robert Zuckerman (USA), and others. Fair collaborations include Untitled and Fridge. Public art installations will emerge as part of The Betsy's expansion into the (former) Carlton Hotel – to create a 130 room Ocean Drive Hotel. All events are free and open to the public. galleries will be open to the public on Sunday, November 27. Public opening is Dec 3, 2016.

MORE INFO ON THE BETSY PROGRAMS - [deborahpbriggs@gmail.com](mailto:deborahpbriggs@gmail.com).

Please request hi res versions of images from [jean@thebetsyhotel.com](mailto:jean@thebetsyhotel.com) or [betsy@jpublicrelations.com](mailto:betsy@jpublicrelations.com)