



Art in Development

Building homes and developing communities goes far beyond the physical aspects of shelter and structure. It is about creating an image, a lifestyle and a dream. Our latest venture, *Art in Development*, is a multi-faceted program designed to add a new dimension to your existing sales and marketing program by featuring the award-winning fine art photography of Alan S. Maltz.

Interior Design... Enhance Your Environment

- Acquire captivating imagery as large as 12'x8' for model homes, condos, hotel guest rooms, country and golf clubs, common areas, lobbies and sales offices.
- Feature custom-designed window treatments, fine art dressing screens, and other interior accents.

Incentives and Closing Gifts:

- Standard and limited edition coffee table books with personalized options.
- Fine Art Prints.
- Custom designed gifts for your specific needs.

Art Sales:

- Present the acclaimed fine art works of Alan S. Maltz to selected members of the community, i.e., new and existing condo and home owners, country and golf club members, etc. as part of a Preferred Client Program.

Marketing and Public Relations:

- Announce relationship as part of on-going public relations program.
- Attract buyers by hosting art related events including meet the artist, book signings and exhibitions.
- Align communities with environmentally conscious imagery and philosophy, utilizing Mr. Maltz's title as "Official Wildlife Photographer of the State of Florida".
- Developer to commission Alan S. Maltz to create a body of work which captures special environmental features of the project as well as the beauty of the landscape.