



Maltz unveils new book featuring Florida

Local artist takes award at tourism summit

An artistic journey that began nearly two years ago is complete this week with the unveiling of a new cutting-edge large format coffee table book featuring Florida, one of the world's most unique and diverse destinations. "Florida...Beyond the Blue Horizon" showcases the beauty and mystique that is the Sunshine State through the photographic lens of award-winning Key West artist Alan S. Maltz.

At the state's annual tourism summit, which was held this week in Hollywood, Maltz was recognized for his work and received a Flagler award.

For two decades, Maltz has been capturing Florida's beaches, starry nights and flora. But this original 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.



Alan Maltz, Key West photographer, unveils his coffee table book, 'Florida...Beyond the Blue Horizon' this week. 'Keeper of the Blue Lagoon' (above) is an example of his work that lures people to visit the Sunshine State.

"Maltz's unique style and interpretation inspired us to proclaim him the official fine art photographer for Visit Florida in October 2003," said Bud Nocera, president of Visit Florida. "'Florida...Beyond the Blue Horizon' is the fruition of this innovative marketing partnership. Maltz's images can also be seen in our award-winning 'Colors of Florida' advertising campaign and have been used by journalists writing travel articles about the state."

A Key West resident, Maltz expresses his artistic vision through photography. Using 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 Presidential Library in Atlanta, Southwest Florida International Airport in Fort Myers, Hawk's Cay Resort on Duck Key, American Airlines Arena, Carnival Cruise Lines and BellSouth in Miami, Hallmark in Kansas City and Eaton Corp. in Woodbury, N.Y.

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. "Miami - City of Dreams" was also designated the official coffee table book of Miami-Dade County.

Maltz's photographs have graced the pages of publications such as 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 vision.

The Alan S. Maltz Gallery is on Duval Street, and serves as Maltz's base of operations and features his cutting-edge fine art, limited edition prints and published works. Maltz can often be found there, 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, but bulk-quantity discounts are available through the publisher, Light Flight Productions.

For more information about Maltz and his work, call 294-0005 or visit www.alanmaltz.com.