



LEGENDARY PETER MAX TO PRESENT HIS WORKS OF ART FOR ACQUISITION AT SPECIAL DALLAS SHOW

Max exhibit to take over the former Gerald Peters Gallery for ten days only

(DALLAS) July 25, 2008 – America’s artist and cultural icon Peter Max will showcase his world-famous art collection, including new pieces, at the former Gerald Peters Gallery, 2913 Fairmount St. at Cedar Springs on Saturday, Oct. 4, and Sunday, Oct. 5.

Prior to his arrival, over 150 of Mr. Max’s pieces of art ranging from his much-beloved heart series to his Max-ified football helmets will be available for viewing and purchase from Friday, Sept. 26, through Sunday, Oct. 5.

Kicking off the ten-day show will be an “Uncrating Party,” at which the last of the collection will be uncrated and revealed to guests on Friday, Sept. 26.

“Dallas and Peter have a true love affair,” said Lesley Smith, exhibition director for the show. “Both are unique, bold and world-famous, so it’s no wonder that they share a special bond. This relationship with his Dallas clients is the reason that we made special arrangements to have Peter show his established and newest works in his own gallery.”

Unlike other artists who limit themselves to one medium, Mr. Max has accomplished a reputation for greatness in everything from the traditional oils, acrylics, water colors, finger paints and sculptures to today’s avant-garde video and computer graphics.

“Peter truly sees everything as a canvas,” said Ms. Smith. “It’s this ability to translate the beauty and magic of the great as well as the small that has set him apart from others.”

Clients who purchase art prior to and during Mr. Max’s personal appearances will be able to have him sign the pieces.

(more)

PETER MAX

With paintings on exhibition in hundreds of museums and galleries worldwide, Peter Max and his vibrant colors have become part of the fabric of contemporary culture. Max has been successively called a Pop Icon, Neo Fauvist, Abstract Expressionist and the United State's "Painter Laureate."

Max has achieved his place in history having painted for various Heads of State, including six U.S. Presidents. From art that appeared on the first U.S. 10-cent stamp bearing the title "Preserve the Environment," to 235 U.S. Border murals greeting millions of people entering America each year, Peter Max seeks to capture themes of America at its finest in his art.

Max has a long-standing career as the preeminent Pop artist in America. Most recently Max has been announced as an official artist for the 2006 US Olympic Team. His art appears on a Boeing 777 jumbo jet currently flying the skies for Continental; a 600-foot stage for the Woodstock Music Festival; the covers of Verizon's New York City yellow and white pages; and a giant mural unveiled at the 2002 Winter Olympics. Max has also been designated Official Artist of five Super Bowls, six Grammy Awards, World Cup USA, The World Series, the United Nations Earth Summit, and numerous other events. Max was recently honored at the Jefferson Awards with an award for his lifetime dedication to America, and its charitable causes. While in Washington DC, Max also presented the award he designed for the 30th Jefferson Awards ceremony to our First Lady Laura Bush.

Max's concerns for peace, the environment, human rights and animal rights, are as strong today as they have been throughout the years, often becoming the themes for his paintings. Max rescued a cow that jumped over a 6-foot fence to escape slaughter in Cincinnati. He has adopted the cow that he calls Cindy Woo, and has arranged for her to live happily ever after at the Farm Sanctuary in Watkins Glen, NY.

Deeply affected by the events and aftermath of September 11th, Max like many of us wanted to respond. The artist created posters to benefit the September 11th Fund and The Survivors Fund. The Patriotic Posters with proceeds benefiting the September 11th Fund and the Survivors Fund are available on Max's website, www.petermax.com.

Max was asked to create the *American Heroes* project, a creation of 356 portraits of the fire fighters lost on 9-11 and in that year. "What began as my artistic response to the tragedy and the need to create one portrait for each fire fighter's family, became something we can now all share," Max says. "When I am painting these men, looking into their eyes each night, I feel like I know them and a tremendous sadness arises when I realize that we will never see them again."

Max's remarkable legacy is the subject of a spectacular book, THE ART OF PETER MAX (Abrams, October 2002), the first book to take an in-depth look at his influence on culture in America and around the world.

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