

*Opening on Nov 25<sup>th</sup>, 2017*

WYNWOOD PARK

*[info@theHeartBeatFoundation.org](mailto:info@theHeartBeatFoundation.org)*

*[www.TheHeartbeatFoundation.org/Wynwood](http://www.TheHeartbeatFoundation.org/Wynwood)*



THE NEWEST MULTICULTURAL ARTBEAT OF MIDTOWN MIAMI

# WYNWOOD PARK

BRINGS TO YOU:

## PRE ART BASEL SHOW

**Nov.** 25, 26 FREE ADMISSION  
27 Tickets \$35 BRUNCH INCLUDED  
(BRAZIL'S FEIJOADA, DRUM ASSEMBLY AND SCHOOL OF SAMBA)  
FROM 3PM TO 2AM

@ WYNWOOD MIDTOWN  
175 NW 27 ST, MIAMI, FL 33127  
UPRISING ARTISTS AND PAINTERS  
FASHION DESIGNERS AND FASHION SHOWS  
ARTS AND CRAFTS SHOW

LIVE CONCERTS  
LOCAL BANDS  
ART PERFORMANCES  
FAMOUS DJ'S  
DANCE - TECHNO - HOUSE MUSIC - REGGAE - ROCK

more info: 305.803.0338

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BROUGHT TO YOU BY:









## < The Wynwood Art District

The Wynwood Art District Association was founded in early 2003 by a group of art dealers, artists and curators Mark Coetzee, Nina Arias and Nick Cindric. Mark Coetzee initiated the idea based on a similar project, Art Night, which he started in his hometown, Cape Town, South Africa. Founding members at the first meeting in Rocket Projects media room were Brook Dorsch of Dorsch Gallery, Weston Charles, Cooper and Elizabeth Withstandley of Locust Projects, Mark Coetzee of the Rubell Collection, Nina Arias and Nick Cindric of Rocket Projects, Bernice Steinbaum of Bernice Steinbaum Gallery, and Marina Kessler of Marina Kessler Gallery. The association created the Second Saturdays Gallery Walk, designed the Manhole cover logo along with the light banners that hang on street corners, and publishes annual brochures with a map and a list of the association's members. It is home to over 70 galleries, five museums, three collections, seven art complexes, 12 art studios, five art fairs and the Wynwood Walls.





**The Wynwood Walls were created in 2009 by the late Tony Goldman in an effort to develop the area's pedestrian potential. The Walls have brought much notoriety to Miami within the genre of graffiti and street art. Artists from around the world—over 50 artists and 16 countries have contributed to the Wynwood Walls. The Walls have been covered by media such as the New York Times and BBC bringing international attention to the destination. It was also featured in a docu-series, Here Comes the Neighborhood. The Walls have expanded to include murals outside the neighborhood creating Outside the Walls which has included art covering entire buildings. In 2010, Goldman added the Wynwood Doors created to feature smaller artists. Every second Saturday of each month, a community-wide art walk is held. Galleries, art studios, alternative spaces and showrooms open their doors to the public for art, music and refreshments.**





## B. Services and Attractions:

### 1. THEMED FOOD TRUCKS AND CUISINE.

Based on the number of Countries confirmed to attend the Rio 2016's Olympics, it is easy to say that the Wynwood Fan Park will literally revolutionize Florida by the number and variety of themed Menus and Dishes offered. Our official Ambassador, and TV Celebrity Chef "Isa Souza" will be lining up a team of guest chefs to lead and manage 2 food trucks strategically located within the venue. If the Italian Volleyball Team plays against the US, nothing better than Italian Pasta versus a Cheeseburger. If Spain and Brazil are about to enter the soccer field, some definitely enjoy Ceviche versus Feijoada. Themed menus will be specially develop to satisfy the specific taste of each Nation, and its fan based crowd.





### **3. THE RECYCLED FULL BAR FEATURING NATION THEMED COCKTAILS.**

**"The Wynwood Fan Park" will be traveling around the world by serving nation themed cocktails specially mixed to attend the tasted of fans. If Mexico competes let's cheer with Tequilas or Margaritas. If France is competing Wine is tastefully entertaining attendees. If Cuba is massively winning a game, Mojito is the drink of choice.**







#### **4. EXHIBITION SPACES/ SPONSORS.**

The Wynnwood Fan Park will be also displaying showrooms of sponsors with new line of services , products, and deals.





Floor Plan

1:125



# VIA AMERICAS



Via Americas is the Union between the event planning LS Events with 20 years in Las Vegas and Florida, and Via Br 's 20 years of experience on advanced production, scenography and set design in Brazil. Via BR is established in Rio de Janeiro, one of the host cities from the 2014 Fifa's Worldcup, and the 2016 Olympic Games, but also has offices in San Paulo, Portugal and Argentina. Via Americas, now in the US, will follow this unmatched success to offer its whole structure for the largest companies and agencies in North America. Via Americas has a complete team or architects, designers and other experts, all able and ready to plan, manage, design, and build corporate events, trade fairs, exhibitions, shows, malls, stores, and practical special effects. Just in San Paulo, 2 design offices in Five 3,000 square meter warehouses, and a team of 16 architects. Advanced Scientific forward thinking providing everything for the success of the Wynwood Fan Park.



# THE HEARTBEAT FOUNDATION.

The HEARTBEAT FOUNDATION is a non-profit corporation and operates exclusively for multicultural and educational purposes. We support, promote, and assist ethnic minorities by creating not for profit multicultural events, fund raising events, job fairs, and art programs that will generate social awareness and consciousness particular to specific communities while promoting cultural diversity. The HEARTBEAT FOUNDATION has been sponsoring and supporting fund raising events such as MIE:Work Job Fair, The Festival of Nations Worldcup 2014, the Annual Brazilian Festival of Pompano Beach, the Acoustic Series-Brazilian Fest, the upcoming Gospel Fest Florida, and hopefully the Wynwood Fan Park.





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