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## **HGTV's David Bromstad transforms the Z Ocean Hotel in South Beach for his first public art exhibition – *Body, Money, Death* – to celebrate Art Basel Miami Beach 2011**

***Private VIP opening set for Dec 1, exhibit open to the public December 2-3, 2011***

November 11, 2011 (Miami) – Artist, Interior Designer and HGTV personality David Bromstad ([www.bromstad.com](http://www.bromstad.com)) will celebrate his first open-to-the-public art exhibition, titled “*Body, Money, Death*,” at the Z Ocean Hotel South Beach on December 2 and 3, 2011 from 5:00pm – 8:00pm each day. In a unique twist to celebrate Art Basel 2011, the Z Ocean Hotel will be rebranded as “The Bromstad” for three days and feature a redesigned lobby and common areas, styled by one of the country’s most dynamic designers, David Bromstad.

The exhibition is comprised of paintings and customized furniture pieces created by Bromstad this year at his South Florida studio. As Bromstad explains, “The inspiration for the paintings and furniture pieces in this exhibition are the three things that we worry about most in life – our body, money and death. The imagery here reflects on my own personal struggle with body and money issues, as well as mortality, throughout my life.”

The Z Ocean Hotel has taken the unprecedented step of handing over the keys to the hotel for three days for David to transform the lobby and common areas of the hotel, giving “The Bromstad” a sleek new look to celebrate Art Basel Miami Beach. David will restyle public areas of the hotel with new chandeliers and customized furniture with that signature Bromstad flair. From December 1-3, hotel staff will wear custom black shirts featuring “The Bromstad” on the front, and one of David’s most memorable quotes, “Werq It Out” on the back.

Bromstad promises an entertaining experience for attendees, including fans who know him as the original HGTV *Design Star* and the host of the Miami-based *Color Splash* series, as well as curious art aficionados in town for the country’s biggest fine art event. Also making their first public appearance at this event will be David’s famous, hand-constructed Matrotyshka dolls, which can be seen in David’s art studio on *Color Splash*.

“Everything in this show has my sense of humor and my style, but I also wanted to show another layer that viewers don’t always get to see on HGTV. I want my fans, both old and new, to walk into this exhibition and smile and be entertained. And maybe giggle a bit,” Bromstad says.

A private, invite-only event will be held on December 1 from 7:00-11:00pm to share the collection with media and VIPs. A special surprise performance is also planned for 10:00pm at the opening night celebration. The event and exhibition are sponsored by HGTV & HGTV Magazine, 1888 Mills, Penny Lane Publishing, Planet Lighting, Tiffany’s, Murals Your Way, Thirstystone, 42 Below, and Z Ocean Hotel. Proceeds from art sold at the exhibition will benefit The Bakehouse Art Complex ([www.bacfl.org](http://www.bacfl.org)).

### **About David Bromstad:**

David Bromstad, host of HGTV’s *Color Splash*, is no ordinary designer. The original winner of *HGTV Design Star*, who rejoined the show in 2011 as a contestant mentor, is known for his endless energy and out-of-the-box thinking. Bromstad began his career as a design student at the Ringling School of Art and Design in Sarasota, Fla. Earnest, passionate, talented, and innovative, Bromstad creates awe-inspiring works on many platforms, including custom art, furniture building and interior design. Bromstad has appeared on The Oprah Winfrey Show

& The Ellen Degeneres Show and was featured in *People* magazine. He is also a Top Cop for the *Us Weekly* Fashion Police. In 2010, he was named to the OUT Magazine 100 list, and in 2011, David was given the HRC Visibility Award for living an out and proud lifestyle. He has a line of art reproductions available through Penny Lane Publishing, and his bedding & bath line with global textile manufacturer 1888 Mills will be available in 2012. [www.bromstad.com](http://www.bromstad.com)

**About the Bakehouse Art Complex:**

The Bakehouse Art Complex is a not-for-profit organization dedicated to attracting emerging and mid-career artists in South Florida to a workplace that provides affordable studios, exhibition galleries, and professional development opportunities. The artists, who are juried-in tenants, come from many different states and countries bringing with them many different intellectual, social and artistic experiences. By attracting and involving new audiences into the contemporary and culturally enriching world of the visual arts, the BAC continues to be an accessible vital resource to the diverse and dynamic South Florida art community and its patrons. The BAC facility is located in the internationally renowned Wynwood Arts District, a designated area of Miami comprising more than 50 galleries, alternative spaces, private collections and museums. [www.bacfl.org](http://www.bacfl.org)

**About Z Ocean Hotel:**

Z Ocean Hotel, a chic and intimate South Beach hotel, has redefined luxury boutique properties on Ocean Drive with its collection of 79 lavish suites, including 27 penthouses. The recipient of the AAA Four-Diamond by the American Automobile Association, the hotel boasts stylish décor and incomparable amenities such as its in-room spa services, Pool Lanai Deck and Pool Lanai Suites, and beach club. Reservations for Z Ocean Hotel may be made by calling 877.688.4232 or visiting our Web site at [www.zoceanhotelsouthbeach.com](http://www.zoceanhotelsouthbeach.com).

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