



## FOR IMMEDIATE RELEASE

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### **“I am an Artist” To Open in Downtown Hollywood**

HOLLYWOOD, FL – September 11, 2009 – When Victoria and Fabian Alvarez left their native Argentina some 10 years ago, they were seeking the American Dream. They ended up finding it in Downtown Hollywood, where the couple will soon be opening their second business, which they named I am an Artist.

The Alvarezes signed a lease for the 2,875-square-foot storefront at 2008 Hollywood Boulevard earlier last year. Broker Cristina Moinelo of C.B.A. Realty & Property Management represented the property owner in the deal. Part art studio, part eatery and part party spot, I am an Artist will bring a brand-new element to the historic arts and entertainment district.

Two years ago, the couple introduced Downtown Hollywood patrons to their Barista’s Coffee Boutique at 1926 Hollywood Boulevard, inside the Ramada Executive Center. Victoria Alvarez said she and her husband, who also live in Downtown Hollywood, appreciate the historic district’s strong aesthetic appeal. “I really like the way it looks,” she said.

While the Alvarezes may be new to the paint-your-own-pottery business, both are artists in their own right, she as a painter and he as a musician. Their mission with their latest venture is to bring out the artist in everyone, regardless of age or artistic ability, in a fun gathering place for friends and families. They are preparing to open their new paint-your-own-pottery café within the next few weeks.

The pottery selection at I am an Artist includes more than 100 different bisque designs, including plates, cups, mugs, vases, planters, holiday-theme pieces, and kid-friendly animal shapes and piggy banks. Amateur artists decorate their pottery with colorful lead-free paint, then return for their masterpiece after it’s been fired, which gives it a glossy finish.

And if the creative process happens to work up an appetite, the menu at I am an Artist will feature a variety of crepes, soufflés, empanadas, subs, pies and ice cream concoctions, as well as smoothies, teas, wine and beer. Live music will be offered in the evening on weekends.

“The place is not only for painting,” Victoria Alvarez said. “It’s a very big place.”

Parties for any occasion can be hosted onsite or set up at the location of your choice. I am an Artist will throw a Halloween party with treats for the kiddies and entertainment beginning at noon on Saturday, October 31. A selection of Halloween-theme pottery pieces will be available, and youngsters and grownups alike are encouraged to come in costume.

I am an Artist will be open from 9 a.m. to 10 p.m. daily. For additional information, call 954-367-6378 or visit [www.iamanartistindowntown.com](http://www.iamanartistindowntown.com).

For more information on Downtown Hollywood businesses or events, call 954-921-3016 or visit [www.downtownhollywood.com](http://www.downtownhollywood.com).

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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