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**New Improved Art Presents
“Contemporary Art: Then & Now”
At Bridge Art Fair - Miami 2008**

New Improved Art presents “Contemporary Art: Then & Now” including the iconic and historic “Pop Shop” sign by Keith Haring, as well as New Improved emerging blue-chip artists, during the Bridge Art Fair at the Catalina Hotel (Room 227) in Miami, December 3-7, 2008.

Were you in NYC in 1986-87 when Keith Haring’s Pop Shop opened in Manhattan? If you were, you might have seen the Pop Shop sign on the front of the store, painted by Keith Haring and Andre Charles.

If you have never seen Keith Haring’s Pop Shop sign, you can see it now – for the first time in 31 years -- not since 1987 -- at the New Improved Art booth (Room 227) at the Bridge Art Fair in Miami.

You will also see new artwork by emerging blue chip artists Johann Eifells, RV (Robin Van Arsdol) and URI (Uri Dowbenko.)



(PHOTO: “Pop Shop” by Keith Haring and Andre Charles)



(Photo: Artist RV with “Screaming Man”)

*** “Richard Hambleton and RV (Robin Van Arsdol) had already been working on the streets [of New York City] in 1982 – a year before Borofsky and Hiratsuka.”**
-- Arlene Distler, Art Critic

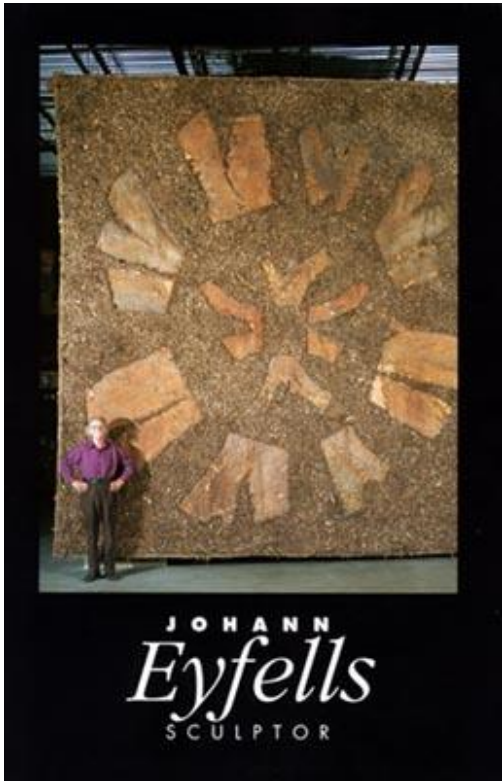
RV (Robin Van Arsdol) is an Artist, Critic and Curator. As an Artist, he has participated in the Liverpool Biennial, St. Petersburg Biennial, and Mais Bunker Project Berlin. As a Critic, he writes for D’Ars Magazine, Milan, Italy, and as a Curator, he has presented the hundreds of shows, including New York Street Art, (Milan, Kiel Germany, Orlando, Florida), and Chairperson for Curating Committee, Orlando Museum First Thursdays.

Mr. Van Arsdol was also an active member of the New York City Street Art movement, having been credited with having created over 5,000 murals in New York streets during 1981-1988. He has curated numerous exhibitions with Keith Haring, notably the 1997 exhibition for Mazzotte in Milan at La Posteria.



(PHOTO: RV is also well-known for his performance art piece called “Homage to Yves Klein,” in which he covers a nude woman in blue paint, then paints the canvas using her body.

“Johann Eyfells takes sculpture back to its prehistoric nature, obviating the civilized idea of it as the engineering of space.” -- Donald Kuspit, Art Critic



Johann Eyfells represented Iceland, his homeland, at the 45th Venice Biennale, as well as the United Nations' invitational exhibit “World Artists at the Millennium” together with Yoko Ono and Louise Bourgeois. His contemporaries were the minimalist Donald Judd and earth-artist Robert Smithson.

** “[URI’s] painting are the conjugation of a material and visionary exuberance.”
-- Robert C. Morgan, Art Historian*



(PHOTO: Artist URI with oil painting “Beyond Turbulence”)

URI (Uri Dowbenko) works in the free-form and improvisational tradition of world-renowned Surrealist Roberto Matta. His paintings, which he calls “metaphysical landscapes,” explore the concepts of multiple dimensions, as well as the ever-changing patterns of energy that underlie what we call “reality.” As an artist, independent curator and gallerist, his aim is to exhibit art that will transform the world through illumination and healing. His website is <http://www.UriDowbenko.com>



(PHOTO: Oil painting “Going Up” by URI)

To interview artist-curator RV about the Keith Haring Pop Shop sign or artists Johann Eyfells and Uri Dowbenko, please call 866-317-1390

WEBSITE: New Improved Art <http://www.NewImprovedArt.com>