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EL PEDREGAL INTRODUCES NEW *ENDANGERED SPECIES SERIES*

ARTIST EXHIBIT BY BELA FIDEL

SCOTTSDALE, Ariz. (May 12, 2010) – el Pedregal introduces a new painting called the “...And Then There Were None...Cheetah” by Bela Fidel. In this endangered species series, Fidel’s paintings convey the cruel extermination of animals due to the expansion of human settlements in disrespect for wild life’s territories. In each piece of art, Fidel illustrates the nobility of the animal when left in its own environment to function naturally within its species.

Fidel says, “The goal of this series is to raise community awareness to the dissemination of our natural animal world and its inevitable effect on our own lives and environment. My paintings convey my deep love and respect for animals and the endangered species list.”

Fidel creates visual excitement in her paintings by combining geometric imagery that is root in mystical/occult teachings with brush strokes that typify expressive abstract painting. Known for her abstracts, oils, encaustic, endangered/exploited species, flight, mixed media, creation of the word triptych, and portrait of an artist series, Fidel’s work showcases life journeys by creating an emotional pull from the tension between abstract shapes and geometric figures. Fidel is engaged in an ongoing process of experimentation and exploration, to discover innovative ways to capture the viewer in a visual experience that is both “unique and timeless, immediate and transcendent,” she says.

Born in Sao Paulo, Brazil, Fidel began her art education in Brazil, later studying in the United States at many schools throughout Los Angeles, San Francisco, Phoenix and Scottsdale. Fidel’s works have been displayed in exhibits including the Grossman Gallery Annual Show-Sao Paulo, Brazil; *Affaire in the Garden* -Beverly Hills, CA; *Artisimo*-Scottsdale, AZ, and the

Celebration of Fine Art-San Francisco, CA; among others. Her work has been awarded by the Holocaust Survivors' Association in 1994, Arte Latino en la Ciudad V-The Phoenix Center for Community Arts in 1999, the National Anti Vivisection Society in 2007 and the Art Alliance in 2008.

ABOUT EL PEDREGAL

El Pedregal encompasses 80,000 square feet of space filled with fascinating boutiques, Southwestern apparel, intriguing art galleries, and fun and casual dining. Over 15 shops surround an enticing courtyard and amphitheater, which features a variety of entertainment offerings. For more information please call 480-488-1072 or visit the website www.elpedregal.com.