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**EL PEDREGAL INTRODUCES NEW WORLD AT GROUND ZERO
ARTIST EXHIBIT BY BELA FIDEL**

SCOTTSDALE, Ariz. (June 8, 2010) – Throughout the month of July el Pedregal introduces a new artist exhibit piece called the “World at Ground Zero,” by Bela Fidel. Fidel says, “In the World at Ground Zero, I set out to express our shock and despair at all terrorist acts throughout the world. I wanted the art to basically be the violence of Terrorism- as much as the medium would allow.” The artwork is a compilation of metal sheets in uneven shapes symbolizing the structure of the buildings, buses and cars destroyed; cutting, tearing and burning of the canvas symbolizing all of the fires and demolition; and roughly cut outward canvas showcasing the chaos, and stark violence through the world’s open belly.

Fidel says, “I see the parallel between Picasso’s “Guernica” and the wanton attacks on civilians the world over. Guernica was not a military strategic target, but a cultural symbol to its people. The Twin Towers were a symbol of the U.S. as well as the center of its finances. Picasso’s symbols of pain, despair, shock and terror are primal forms of expression and have a universal value. I have chosen to incorporate a few chosen images of his to both express these emotions and to underline the parallel between the attack on Guernica and The New York attack on the Twin Towers.” As in “Guernica” “The World at Ground Zero” is in flat black, white and grey. The only color, red, is sparingly used in the composition and the canvas itself. It symbolizes, in the Hebrew spelling of Al Qua’eda (bottom) - violence and blood; echoed in the victim’s banner, The American Flag.

She says, “The World at Ground Zero is a labor of the heart. Although it has no peace in it, the fact that this reality is expressed through art suggests the hope that all of Man’s expressions of true civilization and creativity will, eventually, overcome evil.”

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. El Pedregal is open from Monday through Saturday from 9:00am to 4:00pm and Sunday from 11:00am to 4:00pm. For more information please call 480-488-1072 or visit the website www.elpedregal.com.