

["Art Formulations" at Platform Gallery, Wynwood](#)

Debesh Goswami, *Je suis ce que je suis - Calcutta*, 2007 Courtesy of Galerie Hélène Lamarque, Miami

Art in Alternative



Spaces MIAMI Debuts with "Art Formulations" at Platform Gallery Wynwood Arts Districts

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With the vision to develop an art project that would increase exposure, promotion and marketing among the artistic developments that are taking place within the visual art community of Miami, Art Curator, [Aldo Castillo](#), is organizing his debut in the Wynwood scene with the exhibition "*Art Formulation*," Arts in Alternative Spaces MIAMI.

Castillo, who recently moved to Miami from Chicago, was appointed to work as the Associate Director of MIA- [Miami International Art Fair 2011](#). He believes that it is possible to convene art collectors, art dealers, educators, artists and tourists using innovative art events and exhibitions as a tool to target the interest of the media and to increase foot traffic onto the Arts Districts of Miami.

For his first debut in Miami, Castillo is organizing "*Art Formulations*," a progressive medium size exhibition that will take place from May 14th, to June 12, 2011 at [Platform Gallery](#), Wynwood Arts District.

Jacqueline Wilson, owner of Platform Gallery agrees that new ideas need to be incremented in the arts with the means of gaining a better business outcome and more visitors to galleries. "Such programs or events should be enthusiastic, artistic and profitable at the same time," said Wilson.

"It is a fact that Miami has become a prime global center for the business of art. There is a history within the Miami art developments before, during and after Art Basel Miami Beach, but for the first time, Miami leaders will have incentives to work together for the sake of profitable arts all year round," said Castillo.

The exhibit “*Art Formulations*” embraces media and styles including painting, sculpture, glass, ceramic, video, installations and conceptual art.

Participating artists are Debesh Goswami, (India), Lorna Marsh, (South Africa), Daniel Fiorda, (Argentina), James Mathison, (Venezuela), Scott Ashley, (Chicago), Emil Alzamora, (New York), Yannick Perrier, (France), Milcho, (Miami) and leaders of the postgraffism art movement: Alex Yanes, Daniel Fila and Raymond Adrian, also known as the Surface Merchants Collective (Miami).

Coming together on this initiative are Platform Gallery, and [Galerie H el ene Lamarque](#).

[Eclectic Network](#), a new-media company that promotes and advertises through What’s Up Miami? blog and through [Examiner.com](#), has designed the entire media context.

Art in Alternative Spaces MIAMI
“*Art Formulations*”

May 14th, through June, 12, 2011
Platform Gallery, 2320 North Miami Ave, Miami, Florida 33127
T: 305-542-9470
www.jgplatform.com

Preview for Miami Art Museum Contemporaries

Friday, May 13th, 2011
5:30PM to 8PM (by Invitation Only)



Public Opening Reception: May 14th, 2011 5:30 PM to 9:00 PM

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