

diffusion renoma

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<http://www.prweb.com/releases/2012/11/prweb10143336.htm>

Dear Sir or Madam,

I write this letter on behalf of Edgar Vaudeville, a PR Director I have known since 2011. My name is Mr. Maurice Renoma and I am one of France's most well-known artists, designers and photographers. My career began when I breathed new life into menswear during the 1960s through bold experimentation with new fabrics, bold colors, and sculptural cuts. I also developed a passion for photography in the 1990s and my first published collection of photographs "Maurice Renoma: modography" was published shortly after. My camera became my constant companion over my extensive travels after that and I have been called a pioneer in the modography concept—the combination of fashion and photography. I have also developed a new line of furniture titled "NeoFusion," which combine furniture with different aesthetics and epochs to create avant-garde furniture designs. My name is a legacy and can also be found on watches, eyewear, tableware, and even in the restaurant business through the Renoma Cafés in Paris, France and Kuala Lumpur, Malaysia.

I have shared my artistic genius at Art Basel with an exclusive exhibit of my photographic works: "Renoma: Retrospective by an Icon". I will make a rare U.S. appearance during Art Basel-Miami to showcase my work, which will include pieces from my Mythology Collection and Dean Collection, both signature and classic examples of my career.

My work is in display in several exhibits around the world. Most recently, my Art was displayed at the Markowicz Fine Art Gallery in Miami's Design District, owned by French gallerist, Bernard Markowicz. The Markowicz Fine Art Gallery is home to the Murlot estate in Florida. The Atelier Murlot, located in Paris, is one of the largest printers of artistic posters in the world and widely visited by artists who create original graphic works of art there. The Markowicz Fine Art Gallery also features works by Pop Art legends such as Andy Warhol and Tom Wesselmann.
website: <http://www.markowiczfineart.com/MauriceRenoma.cfm>

After the success of my appearance at the art Basel, I will be launching a massive exposition of my new work in New York in October, which has been highly anticipated in the art media.

Mr. Jean Denoyer in Paris, close friend and importer of my clothing lines from Paris, introduced me to Mr. Vaudeville in 2011.

Upon meeting Mr. Vaudeville, I quickly decided to consult him for advice pertaining to my public relations in Paris due to his notoriety as a distinguished PR Director. His input was critical at the time, as I was working on the positioning and launch of my restaurant in Paris called "Renoma Café Gallery located near the Champs Elysees. My challenge was to introduce the restaurant as a combination of a hub for social activity with an art gallery, a boutique and a place for fine dining—along with a French flair as well as American atmosphere.

Mr. Edgar Vaudeville fantastically translated this vision and he succeeded in raising the interest of the press for my new concept. The restaurant was and is still a great success and I have only high praises for Mr. Vaudeville's active involvement and significant contribution. Indeed, he has perfected and mastered the subtle art of public relations and public image.

Again, when I needed some support in terms of communication in the United States, I turned to Mr. Vaudeville for advice and he kindly introduced me to one of his contact, the Marketing director of Kerwin Communications, a famous firm based in New York. It is very clear that with his vast experience and undisputable recognition among his peers, he has gained a lot of connections worldwide, which combined, with his knowledge in the art, hospitality and luxury industries, impressed me grandly and allow me to place him as one a kind PR professional.

No one better than him understands my high expectations and demanding requests and is able to make them a reality and a success which may be difficult to achieve and quite a challenge otherwise for an Artist.

As such, his expected arrival in New York is a perfect timing for me, as I will exclusively rely on him to organize, within his offered position at Le Colonial, the event ceremony for my coming exhibition in NYC and many other events. I already anticipate having all my PR activities, private dinners and cocktails parties at Le Colonial the restaurant where I trust Edgar Vaudeville will bring all his energy, fantastic ideas and personality.

Respectfully,



Maurice Renoma
President