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## Winter Hideaway in Wynwood Reflects Cuban Artist's Vision of Struggle and Refuge

*Arturo Cuenca creates winter-inspired-installation that doubles as a haven for Miami Art Week goers*

Wynwood Miami, November 27, 2015— *S'nowMiami*, a winter-inspired-installation by Arturo Cuenca, presented by ArtBCo, will give Miami Art Week guests a blank canvas space to decompress and reflect in between the numerous fairs and exhibitions from December 3-6, from 6:00 p.m. to 9:00 p.m. daily at 360Spaces located at 220 N.W. 27<sup>th</sup> Street, Miami.

Featured artist Arturo Cuenca parallels the experience of *S'nowMiami* with his life and the life of many other immigrants living in the United States. *It is a place of refuge where all guests can retreat and reflect during their busy Art Week schedules.*

“This is the country of exiles and immigrants who’ve come in search of freedom and the opportunity for a better life. Snow reflects the beauty of what can be difficult,” said the Cuban-born-artist, Cuenca.

The installation depicts the hardships immigrants face in the pursuit of freedom when they come to the United States. Much like plowing through snow during harsh Northern winters, foreigners come to America and experience harsh realities and cold oppositions. Yet, they continue to layer themselves with dignity, hard work and resilience to weather the storms of this new life.

*S'nowMiami* is one of ArtBCo's series of artist exhibitions called *Interlude*, which is scheduled to take place at multiple art fairs around the world next year, that coincides with the soon-to-launch app's awareness campaign showcasing the synergies between art and advanced mobile technologies.

Admission to *S'nowMiami* is complimentary. For more information, please email [info\(at\)ArtBCo\(dot\)com](mailto:info(at)ArtBCo(dot)com).

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## ABOUT

### **Arturo Cuenca**

Born in 1955 in Holguín, Cuba Arturo Cuenca now lives and works in Miami, Florida. A key figure in the "Movimiento de la Nueva Plastica Cubana", which roughly translates to the Neo-Cuban Visual Arts Movement, he has authored works in a variety of mediums including painting, graphic design, photography and complex printing techniques. His pieces often express his interest in emulsifying exterior visualizations and cognition into what he calls "para-consciousness" achieving works that pre-date modern post-production creations.

**ArtBCo**

In 2014 ArtBCo (Art Business Collection), emerged out of Miami's Wynwood Art District, South Florida's epicenter for art & technology. It began as a vision to adapt a traditional institution of art galleries to a mobile medium, modernizing the way art is experienced. It is the only platform to host curated artwork, available for purchase or lease, in both iOS and Android versions. ArtBCo provides a flexible, convenient and interactive channel to obtain art confidently.