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The YaZo Group Announces Representation and Soft Launch of Artist Kenneth Faith

Open to the public December 17 at 7 p.m.

Altoona, PA, December 11, 2015– The YaZo Group will host a soft launch of Kenneth Faith’s artwork in honor of the firm’s decision to represent the budding Altoona-based artist. The soft launch, which is open to the public, will take place December 17 at 7 p.m. at YaZo’s offices in Altoona.

Kenneth Faith is currently pursuing his master’s degree in fine arts at Brooklyn College of the Arts and has captured the attention of his professors as an up-and-coming and notable “artist to follow.” Kenny’s work is both abstract and surreal, pleasing to fine art collectors, eclectic designers, and those who design commercial space.

“Large canvases assembled with pieces of color, shape, and pieces of other pieces. The images are both mechanical and organic; poetic in its assemblage,” says art critic Benjamin Lyon about Faith’s work. “The parts build on top of each other like budding plants, or an outcrop of geologic formations. Each piece of color is mostly cropped by straight, curved, and hard edges as if they’re picked from discarded machines that have lost their use in one life, and retain value in another.”

According to Rick Trevizo, YaZo’s managing partner, “We are thrilled to represent Kenny as he starts marketing his home and commercial work. Like all brands or services we represent, we

look for brand-ability and value, and the client's passion for their work. Kenny meets all of those criteria and more."

Dana Sky, YaZo's special project consultant, adds, "We know it may take time to introduce a new artist locally, and not everyone realizes that Altoona is a discerning art community. For this event, we sent personal invites to collectors and art lovers, but we also are giving friends and family a chance to view and spread the word to influencers about Kenny's latest pieces."

Sky says YaZo plans to provide private showings by request at the office, and is planning a hard launch in the spring "when people are looking to re-energize their home and office spaces."

For further information about Kenneth's work including his artist statement, go to <http://www.kennyfaithart.com/> or contact Dana Sky at 814.932.3520 for showings, purchasing, or to schedule a commissioned piece. Please email angiey@yazogroup.com to be added to their mailing list or for additional information.

YaZo's "Keeping it Real" approach to marketing and strategy leads to real discussions and real results. Their team, comprised of staff and expert consultants, brings a diverse background that has created a strategic and fluid approach to developing a brands ongoing marketing plan. One key differential is a constant focus on marketing's tactical "hand off" to driving sales.

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If you would like more information about this topic, please contact Dana Sky at 814.932.3520 or email at angiey@yazogroup.com.