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UNTITLED. Appoints A&O as Public Relations Agency for 2012 Inaugural Fair in Miami

NEW YORK, August 6, 2012 – UNTITLED. is pleased to announce the appointment of A&O PR to oversee marketing and public relations pertaining to the fair's inaugural launch. UNTITLED. will be held **December 5 - 9, 2012** in the heart of Miami Beach's South Beach district at Ocean Drive and 13th Street.

A&O PR is a bi-coastal marketing and PR agency specializing in creative strategies for arts and culture clients. A&O PR leads the conversation on directing hybrid campaigns that engage new audiences by uniting traditional best practices with new media tactics such as digital marketing, search engine optimization and social media.

Founded by Lainya Magaña in 2010, A&O PR has offices in New York and California to amplify the strategic execution of successful national campaigns. The agency has been the creative powerhouse and strategic driving force behind custom communications campaigns for West Coast art fair, Art Platform — Los Angeles, as well as private art galleries in New York such as The Hole, Flowers Gallery and BOSI Contemporary.

Comprising thought leaders, writers, art advocates and digital media experts, the A&O PR team is at the forefront of a paradigm shift in the art world that bridges the old with the new. A&O PR sets the agenda for achieving enhanced visibility for clients participating in the new, global art market.

UNTITLED. is a temporary exhibition forum for international galleries and non-profit art spaces with a focus on emerging and advanced contemporary art. The fair will take place December 5-9, 2012 and is located on the beach in the heart of South Beach at Ocean Drive and 13th Street (walking distance from the convention center). UNTITLED. Miami Beach is housed in a unique temporary tent structure suffused with natural light and takes full advantage of the unique attributes of its environmental surroundings.

UNTITLED.'s emphasis on international living artists will result in a presentation of some of the most exciting contemporary art from across the globe. A curated program of talks, artist commissions and studio visits will be scheduled in conjunction with UNTITLED.

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