



AMERICAN LEGACY FINE ARTS

AMERICAN LEGACY FINE ARTS PRESENTS
'FRANK M. SERRANO: HIDDEN L.A.'

**Solo Exhibition by the California Artist Known for his Atmospheric Paintings
to Provide an Intimate Look of Lesser Known Locales in the City of Angels**

PASADENA, Calif. (January 25, 2006) – Nationally renowned *plein air* painter Frank M. Serrano provides an intimate look at his native Los Angeles in his solo exhibition “Frank M. Serrano: Hidden L.A.”, which will be on view at the Pasadena gallery American Legacy Fine Arts May 13 to June 17.

For this exhibition, Serrano is focusing on atypical views in and around Downtown Los Angeles – remote back alleys and old buildings often overlooked in a city center now defined by gleaming skyscrapers – which would only be familiar to a long-time resident.

In capturing these nostalgic scenes that may soon become mere memories from current redevelopment efforts Serrano chronicles the transition of modern Los Angeles from its early beginnings. These provocative perspectives captured in the hazy filtered light that envelope the city when the sun rises and sets emerge in atmospheric paintings for which Serrano is best known.

“I’m especially enamored by scenes that are infused with mood and atmosphere, and Los Angeles has no shortage of smoggy hazy skies,” said Serrano. “The old decrepit buildings of Los Angeles also add interest to my work and take me back to a time when earlier painters were recording similar scenes,” he added.

Elaine Adams, Director of American Legacy Fine Arts, LLC, comments, “Typically, one thinks of ‘California *plein air* paintings’ as bucolic scenes of open, sprawling landscapes. However, in the exhibition, ‘Hidden L.A.,’ *plein air* artist Frank M. Serrano applies his own blend of poetry and atmosphere to convey a message that evokes nostalgia, as the L.A. of yesterday gives way to an ever-expanding modern city that slowly seeps into its outer reaches. This particular collection of paintings is not only beautiful from an artistic point of view, but poignant from a historical perspective.”

“Hidden LA” is certain to strike an emotional cord with others who call Los Angeles home. Art lovers interested in viewing these paintings should call American Legacy Fine Arts at (626) 577-7733, as the gallery is open by private appointment. The exhibition can also be viewed at the gallery’s website at www.americanlegacyfinearts.com.

###

Media Contact: Beverly Chang
(310) 472-9323
beverly@brcart.com

About American Legacy Fine Arts, LLC

American Legacy Fine Arts (www.americanlegacyfinearts.com) was founded by art industry veteran Elaine Adams to assist collectors in their acquisitions of traditional fine art by today's premier American artists, including Peter Adams, George Carlson, Jeremy Lipking, Daniel W. Pinkham and Frank M. Serrano. Built on the philosophy that artists should be encouraged to exercise artistic freedom, ALFA provides art lovers with the opportunity to expand their collections with exceptional works that have truly inspired the artists. Open by private appointment, ALFA is located in a tranquil neighborhood of Pasadena, Calif., near the world-famous Rose Bowl Stadium.



AMERICAN LEGACY FINE ARTS

AMERICAN LEGACY FINE ARTS PRESENTS
'FRANK M. SERRANO: HIDDEN L.A.'

EXHIBITION: Frank M. Serrano: Hidden L.A.

Nationally renowned *plein air* painter Frank M. Serrano provides an intimate look at his native Los Angeles in his premier solo exhibition at American Legacy Fine Arts. In this exhibition, Serrano presents atypical views of locations in and around Downtown Los Angeles, which would only be familiar to long-time residents.

In capturing nostalgic scenes of remote back alleys and old buildings that may soon become mere memories from current redevelopment efforts, Serrano chronicles the transition of modern Los Angeles from its early beginnings. These provocative perspectives, captured in the hazy filtered light that envelops the city when the sun rises and sets, emerge in atmospheric paintings for which Serrano is best known, and are certain to strike a cord with others who call the City of Angels their home.

GALLERY: American Legacy Fine Arts, LLC
P.O. Box 92345
Pasadena, CA 91109
(626) 577-7733

The gallery is open by appointment only. Art lovers interested in viewing this exhibition should call (626) 577-7733 to schedule an appointment and receive directions to the gallery.

DATES: Saturday, May 13, to June 17, 2006

PUBLIC INFO: 626-577-7733 or www.americanlegacyfinearts.com

###

Note to Editor: Digital photos of artwork to be featured in this exhibition are available. Contact Beverly Chang at (310) 472-9323 or beverly@brcart.com.

About American Legacy Fine Arts, LLC

American Legacy Fine Arts (www.americanlegacyfinearts.com) was founded by art industry veteran Elaine Adams to assist collectors in their acquisitions of traditional fine art by today's premier American artists, including Peter Adams, George Carlson, Jeremy Lipking, Daniel W. Pinkham and Frank M. Serrano. Built on the philosophy that artists should be encouraged to exercise artistic freedom, ALFA provides art lovers with the opportunity to expand their collections with exceptional works that have truly inspired the artists. Open by private appointment, ALFA is located in a tranquil neighborhood of Pasadena, Calif., near the world-famous Rose Bowl Stadium.



AMERICAN LEGACY FINE ARTS

‘Frank M. Serrano: Hidden L.A.’

Exhibition Dates: May 13 to June 17, 2006

Artist’s Statement

The Western landscape has always stimulated all my senses, inspiring me to paint wide-open vistas, from the Pacific’s famed rocky shoreline to towering mountain peaks. But recently, I have felt compelled to capture on canvas vistas that are closer to home and more often overlooked than not. The images that have piqued my interest are part of everyday life in the City of Angels – the hidden and almost unknown areas of Downtown Los Angeles.

As I would travel to paint at the beach or in the mountains, I would drive by locations that have now become some of my favorite painting spots. I’m especially enamored by these locations when they are infused with mood and atmosphere by filtered sunlight – and Los Angeles has no shortage of hazy skies. I also enjoy capturing images of the city’s old and decrepit buildings, as they add interest and intrigue to my work, while taking me back to a time when earlier California painters were recording similar scenes.

Just as the undeveloped landscape is slowly disappearing, so are some wonderful old parts of Los Angeles. As an avid *plein air* painter, with the paintings in “Hidden L.A.,” I hope to bring you closer to the sights, smells and sounds of these almost forgotten places, which will stir your emotions and penetrate your soul as you reminisce of days’ past.



AMERICAN LEGACY FINE ARTS

Frank M. Serrano

Biography

A California native, born in Los Angeles in 1967, Frank M. Serrano developed an interest in art and nature from an early age. His natural talent eventually gained him a successful career as a freelance commercial artist. After his success in the commercial sector, Serrano decided in the early 1990s to pursue his passion for traditional oil painting. Since that time, he has cultivated a strong following of admirers, both nationally and internationally. In addition, he is now a sought-after art instructor and in 2003 completed writing and illustrating the book *Plein Air Painting in Oil*, published by the Walter Foster Company.

Serrano travels extensively throughout North America painting scenes from the southwest desert to the beautiful high country vistas of the Canadian Rockies. A hallmark of Serrano's work is his ability to capture the hazy atmospheric characteristics of the West. Serrano credits the early landscape artist Sam Hyde Harris as a major influence. In 2002, Serrano traveled to Sweden where he completed a collection of field sketches of this richly decorated country. "Painting on location enriches my life... and the paintings do not exist as mere pictures, but as a journal through which I can express all my senses".

Although the majority of Frank's painting is done on location a la prima, he does work in his studio creating larger paintings from his outdoor sketches. He believes the only way to learn to paint is from life.

###