



PRIMARY PROJECTS TURNS FUNHOUSE WITH *LET'S PLAY* BY SONNI Basel Boom-Box Artist Makes Noise With High Art Installation Opens May 14, 2011

Miami, FL – Primary Flight (“PF”) is proud to inspire with *Let’s Play*, a site-specific installation by **Adrian Sonni**. Transforming an abandoned Wynwood building off I-95 into a vibrant, playful 20 x 40-foot **boom-box** during Primary Flight/ Art Basel 2010, Sonni dishes another dose of ‘feel-good’ at PF’s **Primary Projects - Atrium Building, 4141 NE Second Avenue, Suite 104, Miami Design District**. An opening reception coinciding with Second Saturday Art Walk on **May 14 from 7:00 to 11:00 p.m.** will welcome visitors to his artful fun-house, a world of rainbow colors, happy murals and high art work including acrylic paintings, watercolors, pencil drawings and wood sculptures.

Let’s Play is curated by BooksIII Bischof, Typoe and Chris Oh. Free and open to the public; complimentary beverages are provided by Bacardi Rum and Perrier. For more information please call Chris Oh at 954.801.3945, email info@primaryflight.com or visit www.primaryflight.com

The revival of public art over the past 20 years has found an incubator in Miami with Primary Flight, which since 2007 has produced a thoughtful, new brand of outdoor works transcending genres and labels. As seen with “BoomBox,” Sonni’s minimalist style, elementary shapes and communal appeal conjure laugh-out-loud delight. “What you see is what you get with Sonni,” says Bischof, curator and PF founder. “His work is bright, beautiful and colorful, and everyone can relate to it. It’s like your daily soundtrack.”

Let’s Play is Sonni’s first solo exhibition in the United States. Born and raised in Argentina, his impressive list of accolades includes shows in Buenos Aires and Mexico. Visit www.sonni.com.ar; artist biography available upon request.

MORE ABOUT PRIMARY FLIGHT

Primary Flight is a collaborative curatorial organization dedicated to the production of site-specific, street level and indoor, murals and installations. Since its inception in 2007, Primary Flight has brought together more than 150 of the world’s most influential artists to install their bodies of work live in the streets of Wynwood, the Design District and greater Miami-Dade. Launching Primary Projects at 4141 NE Second Avenue, Suite 104 in December 2010, Primary Flight uses its 4,000-square-foot space as an art lab, giving professional established and emerging artists the opportunity to redefine the context in which their work is experienced. For more information please visit www.primaryflight.com.

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