

# Pop-up Incubator Program Tenant



## Program Overview

- The Pop-Up program is an incubator program, an investment by the City in support of the City's Retail Strategy. It is an opportunity to bring vibrancy, newness and fresh retail into a short-term space.
- Creates opportunity for the business owner to build relationships in the downtown, to then move onto a permanent space at the completion of the program.
- Location: 290 Miracle Mile – Central Business District
- Size: 850 SF
- Opening January 2020

## Selected Tenant –De La Gallery

### ABOUT ARTIST JORGE DE LA TORRIENTE

I was born in Miami, Florida, in 1971.

I studied architecture at Cornell University, and I am extremely passionate about creating things.

Having worked as an architect for nearly 15 years, I found myself frustrated by the slow process of building and the limitation of creativity working for clients who did not want to build compelling things.

Luckily, I found that photography allowed for incredible satisfaction in creating new work. I can take a picture and begin working all in the same day. Creating gallery quality images often takes weeks of conceptualizing and sometimes months of processing and editing. I have the satisfaction of knowing that it is my vision and on my schedule.

My passion for photography and travel go hand in hand. My photographs are not documentations of a place, but rather an interpretation of it. You aren't simply viewing an image, but experiencing a work of art that has been created and refined through my eyes.

Much of the artistry is in the processing. Inspired by the masters, I create finished pieces that try to feel like paintings but are clearly products of photography.

The use of long exposure, a simplified color palette, a clean and elegant presentation all help me achieve this signature painterly effect.

## About De La Gallery

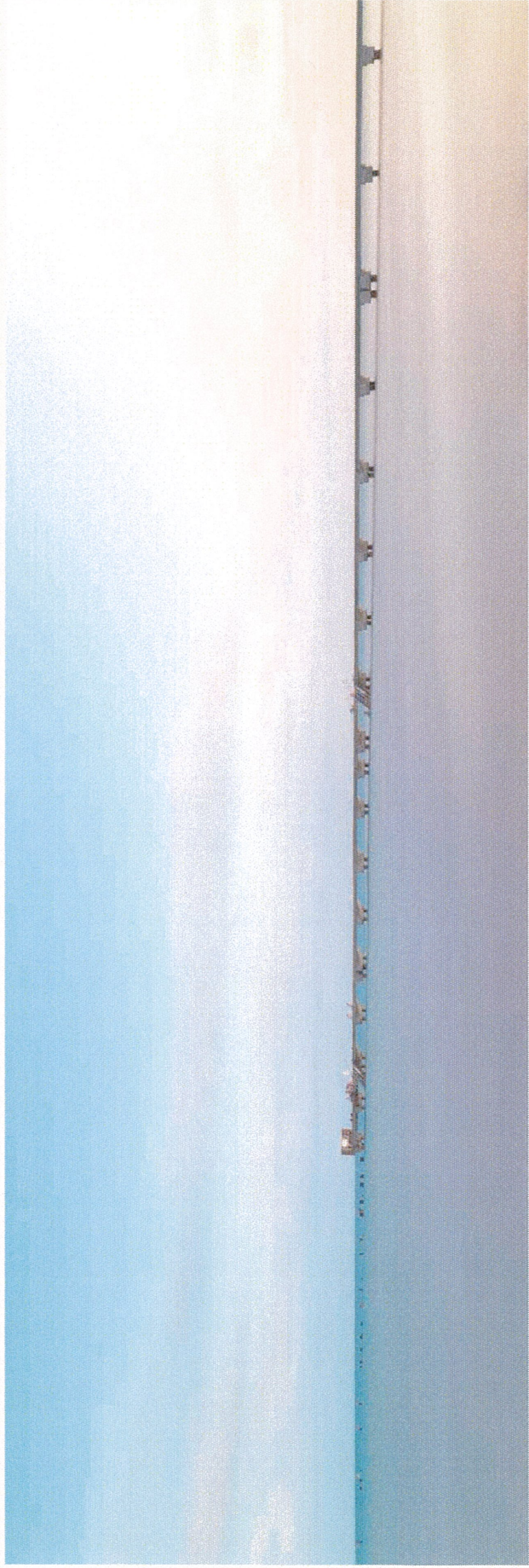
Like all great Key West beginnings, DE LA Gallery was birthed in a tucked away cocktail lounge on Duval Street. However, before DE LA Gallery was even an idea, my personal journey with photography started when I majored in architecture from Cornell University. Decades later, unbeknownst to me, I would meet Jeff Rodriguez, my business partner and co-creator of all things DE LA.

Jeff, a former minor league catcher for the Atlanta Braves, had decided to relocate from our hometown of Miami. He took on his family's world class framing business in Key West. Our journeys crossed when my artistic approach to photography collaborated with Jeff's experience in framing and his exposure to restoration art with countless artists and mediums. This made for the perfect Fine Art Photography partnership.

My photographs are not documentations of a place or a particular thing, but an interpretation of it. Our objective is not for the viewer to simply enjoy a picture, but to get a deeper appreciation for the modern and minimal approach I use to convey my vision. Inspired by the masters, we create artworks that feel like paintings but are clearly products of photography. The uses of long exposure, a simplified color palette and elegant, museum quality presentation all help achieve this signature painterly effect.

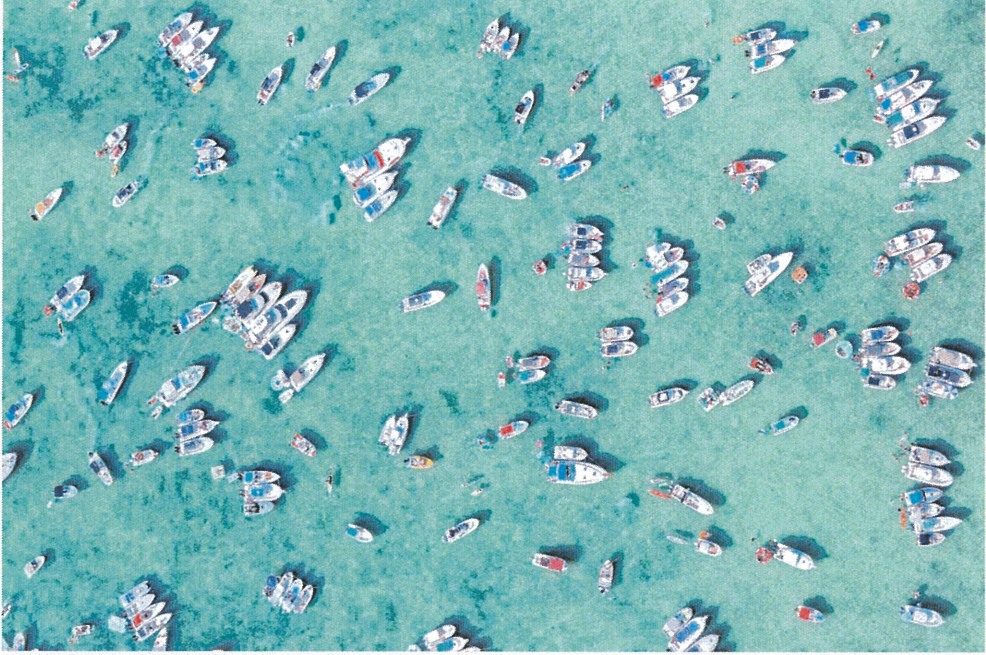
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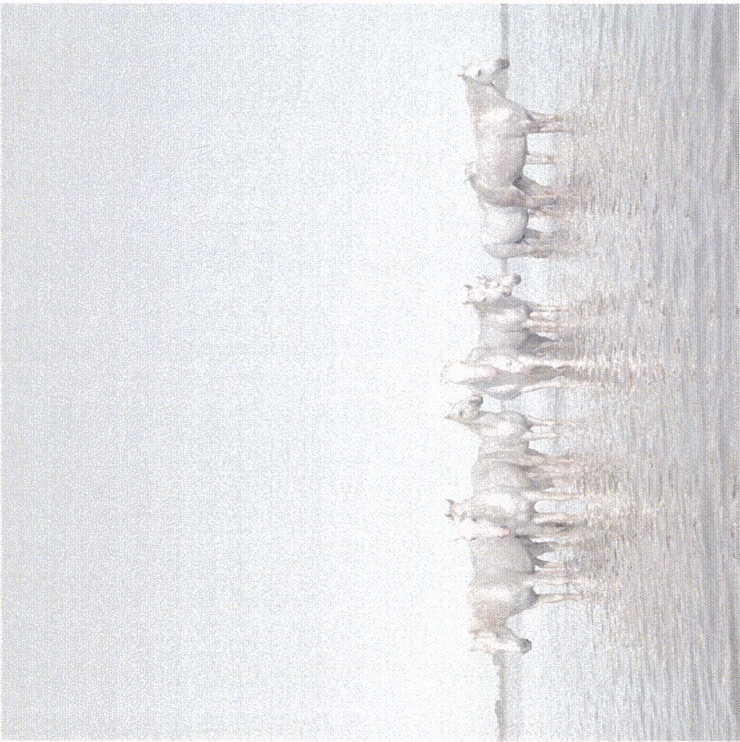




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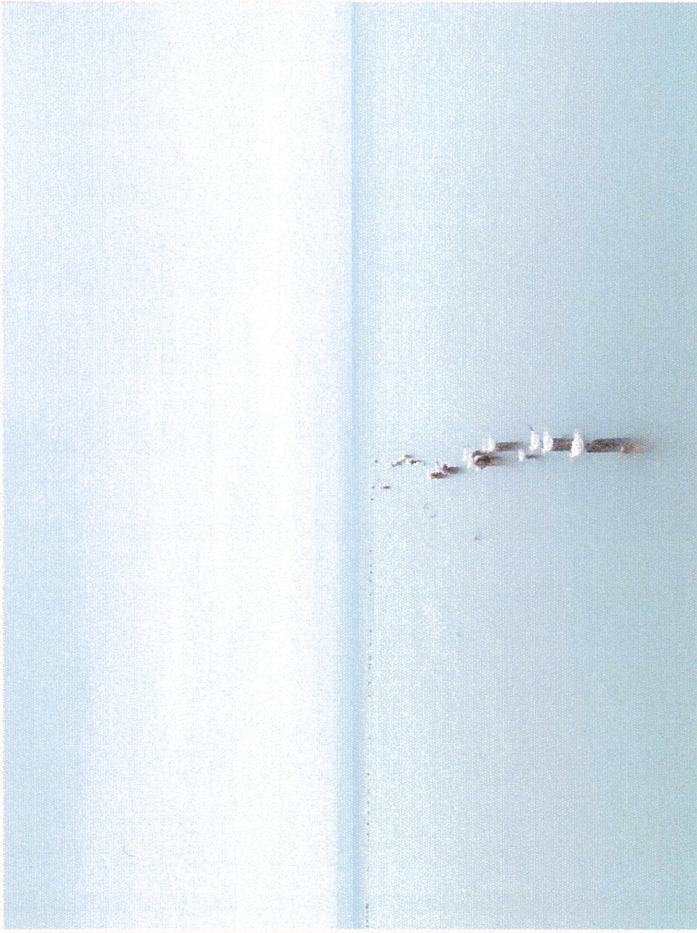




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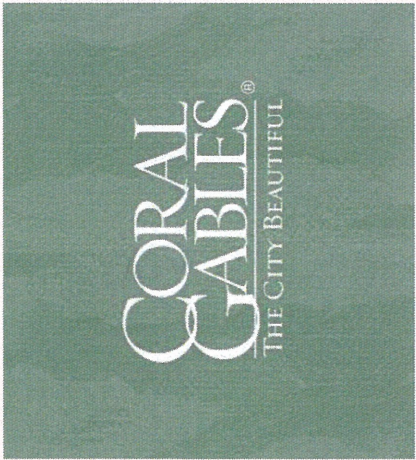
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Thank You