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For Immediate Release

COOL SCHOOL: TASTEMAKERS OF NEW YORK ARE HEAD OF THE CLASS

NEW YORK, NY (June 27, 2012) – School may be out for summer, but for one night only, New York City's finest talents will return to classrooms at The Old School on Mott Street to showcase 15,000 square feet of superior fashion, design, art, music and gastronomy. The event, "JAMBOREE" is organized by the Parisian-chic, Manhattan-based startup The Cools. The Cools bridges the gap between culture and commerce by way of an artfully curated environment, both on and offline. An evening of music, dancing, and mingling aspire to bring the coolest kids in New York (and their cool stuff) together in the spirit of old world bazaars.

The underground, renegade artist ambassadors, UNTITLED FINE ART (UFA) are thrilled to announce their participation in The Cools' "JAMBOREE" event. UFA will present a collection of sensual works on paper by Pablo Picasso and Salvador Dali. Select works include lithographs from Picasso's portfolio *Le Gout du Bonheur*, "A suite of happy, playful and erotic drawings"; original aquatints from Picasso's *Sable Mouvant*; color engravings from Dali's *Paradis Terrestre* (Paradise Lost) and color woodblock prints from Dali's *Divine Comedy*.

JAMBOREE participants will feature New York City's most influential tastemakers including: Adam Green/Anna Sheffield (BING BANG), Albert Hammond Jr. (THE STROKES), Kevin Dakinah (TOTALLY!), aNYthing, Audrey Gelman (DOWNTOWN FOR DEMOCRACY), Dustin Yellin Presents, Nathaniel Lieb, Emmett Shine (LOLA NEW YORK), Erin Fetherston, FAT RADISH, Gianni de Laurentis, Kathy Grayson (THE HOLE), Kyle DeWoody (GREY AREA), MEGAZINE, OHWOW Bookclub Boys, Peter Davis, Selima Optique, Serge Becker, Spencer Sweeny (SANTOS PARTY HOUSE), Grayson Revoir, Sean Hanratty, Stephanie LaCava, Melet Mercantile, Travis Bass, UNTITLED FINE ART, WHAT GOES AROUND COMES AROUND.

UNTITLED FINE ART (UFA) is comprised of a dynamic creative team of art consultants. As ambassadors for artists and ideas, UFA takes an alternative approach to the gallery construct by working outside of the traditional market system to connect collectors and artists. At ArtLab, UFA's studio in Long Island City, dialogues are fostered with curators, artists and museums through salon series and lecture panels. UFA specializes in works on paper and features both emerging and established artists.

JAMBOREE, *The Old School*, 233 Mott Street, New York, NY 10012, June 27, 2012, 5PM-12 Midnight;
"Skip the line, get added to the list. Sign up at www.thecools.com"



Pablo Picasso
Le Gout du Bonheur 20.9.64 II, 1970
Lithograph on Arches
13" x 10.25"
Ed. 324/666