



**March 25 – 27, 2011**  
PIER 94 ON THE HUDSON RIVER

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**FOR IMMEDIATE RELEASE**

**Artexpo New York Hosts Ghana’s Premier Pole Vaulting Champion  
Mixed Media Artist SAFORI Reaches New Heights in U.S. Art Market**

**NEW YORK, (JANUARY 25, 2011)**—This March, Artexpo New York, the world’s largest fine art trade show, will once again showcase hundreds of the top emerging artists from around the world. Along with other breakthrough exhibitors, **SAFORI**, Ghana’s former pole vaulting champion turned mixed media artist, will present his highly innovative work on the Main Floor at Booth #940. Artexpo New York will be held at Pier 94, NYC's renowned “Art & Design Pier” on the Hudson from March 25-27.

A native of Akropond-Akuapem in the mountainous eastern region of the west African nation of Ghana, **SAFORI** arrived in the U.S. in 1990 to attend Howard University in Washington, DC. From there, he was employed by Nordstrom department stores and took up painting as hobby. Before 1997, he’d never tried painting. But his earliest attempts met with resounding praise from a bevy of enthused patrons who bought his works which were first displayed at the Nordstrom’s store in Palo Alto.

“People responded immediately and the paintings moved as quickly as I could produce them,” said **SAFORI**. “In a week, every piece was sold. Then and there I quit my job and have been painting ever since.”



**SAFORI**’s artistic gift seems to come effortlessly. He has never officially studied art in a class. “The truth is, I work hard and discipline myself to an intense regimen of painting, often staying on my feet for 10-12 hours without a break. As with pole vaulting, I never cut corners. I believe in quality and integrity. What I believe is that anything I do should reflect the highest quality. With enough effort and time, if you do it right in the right spirit, you’ll never be disappointed,” he explained.



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Ensnconced for the past 9 years in a studio in downtown Silver Spring, Maryland, **SAFORI** accomplishes an incredible amount in a short time, often clocking 120 hours/week in creating new pieces. At this breakneck rate, he’s completed 300 originals—from sketches to paintings—in a single year. “The process is intense but it’s flowing. For me, it’s never a struggle to create art. The styles are constantly changing—never the same. I push myself all the time to discover something that’s never been done before in the art world.”

**SAFORI**’s reputation has grown quickly. David C. Driskell, Professor of Art Emeritus at the University of Maryland, and curator for the Bill and Camille Cosby collection, has 3-4 of his works. Now **SAFORI** is being commissioned by corporations nationwide to produce original art.

“Artexpo New York has a long history of introducing extraordinary talent to the fine art marketplace,” said **Eric Smith**, CEO. “Unlimited potential is what makes this show so exciting. This is the place where independent artists have the opportunity to be discovered and set their careers in motion for the rest of their lives.”

**For 32 years, Artexpo New York** has been the world’s largest fine art trade show, providing trade buyers and weekend shoppers with access to thousands of innovative works from artists and publishers in a single venue. Over the decades, Artexpo has hosted many of the world’s most renowned artists, including Andy Warhol, Peter Max, Robert Rauschenberg, Keith Haring, Robert Indiana and Leroy Neiman.

For more information on SAFORI and Artexpo New York, visit [www.artexponeewyork.com](http://www.artexponeewyork.com).

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