

*Stefan Ruiz*  
*The Factory of Dreams*

19 November – 13 December 2010

**Opening Reception**

Friday, 19 November, 2010 7-10pm



*The Factory of Dreams*, 2003, c-prints on sintra 30x40 in. (76,2x101,6 cm)  
Photographs courtesy of Stefan Ruiz©

FOR IMMEDIATE RELEASE

**F.L.O.A.T. Gallery**

539 Atlantic Avenue  
Brooklyn, NY 11217  
646.239.8834

**F.L.O.A.T. Gallery** is proud to present its grand opening and inaugural exhibition *The Factory of Dreams*, works by photographer **Stefan Ruiz**, on view **19 November – 13 December 2010**.

Televisa Studios, in the San Angel neighborhood of Mexico City, is called 'The Factory of Dreams' and is best-known for its *telenovelas* (soap operas). These fantasies of love, wealth and betrayal are one of Mexico's largest exports. They are popular throughout Latin America but also in Africa, Asia, Europe and the USA. No one produces more telenovelas than Mexico's Televisa studios. The telenovela and its protagonists are a powerful vehicle through which contemporary Latin American culture and its society can be understood and interpreted.

Stefan first photographed Televisa studios in 2003 for *COLORS* magazine as their creative director. He returned to the studios after the issue published and continued to work on the project over a period of six years. Stefan's behind-the-scenes photographs in 'The factory of dreams' reveal this secret world with humor and affection.

Stefan Ruiz was born in San Francisco, and studied painting and sculpture at the University of California at Santa Cruz and at L'Accademia di Belle Arti in Venice, Italy. He took up photography while in West Africa, documenting Islam's influence on traditional West African art. Ruiz went on to teach art at San Quentin State Prison in San Francisco for seven years. During that time he also began to work professionally as a photographer. He has worked editorially for many magazines in the U.S. and internationally, amongst them *Colors Magazine* (for which he was Creative Director, 2003-04), *The New York Times Magazine*, *L'uomo Vogue*, *Wallpaper\**, *The Guardian Weekend*, *Telegraph Magazine* and *Rolling Stone*. His award winning advertising campaigns include those for Caterpillar, Camper, Diesel, Air France and Costume National.

*The Factory of Dreams* is curated by Caroll Taveras and Meagan Ziegler-Haynes.

Special Thanks to Atlantic Art Assets group, Cubraiti, Leily Soleimani

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