



Introduction to Fredric Snitzer. 1:43 min. Video Editing: Michelle Marchante. Camera, Photo & Design: Raymond Elman.

# Fredric Snitzer: Dean of Miami Art Dealers

By Elman + Marchante

**F**redric Snitzer was born in Philadelphia in 1950, where he attended Fleischer Art Memorial as a child, and graduated from the Philadelphia College of Art (now the University of the Arts) as a sculptor. He later earned an MFA degree from Penn State University.

Snitzer eventually migrated to the Miami area, where his brother was finishing his neurosurgery residency. In 1977, Snitzer opened his first gallery on Biltmore Way in Coral Gables, followed by successive galleries every 8 to 10 years at North Ponce de Leon, Bird Road, Wynwood, and now 1540 NE Miami Court in downtown Miami. For over 40 years, Fredric Snitzer has played a leading role in boosting emerging Miami artists into international recognition. Gallery artists have exhibited their work at institutions such as the Kunsthaus Baselland, Whitney Biennial, Palais de Tokyo, Serpentine Gallery, The Whitney Museum of American Art, and The Museum of Modern Art, among others. In addition to the gallery's membership in the Art Dealers Association of America and longstanding exhibition participation in the highly selective Art Basel Miami Beach fair, Fredric Snitzer has been serving on the selection committee board of the Art Basel Miami Beach fair for the past 13 years. Now representing a variety of mid-career and emerging contemporary artists on both a local and global scale, the Fredric Snitzer Gallery continues to nurture young artistic talent as well as international artists in the center of the Miami art world.

Snitzer has also been a long-time supporter of Miami's New World School of the Arts (NWSA). Snitzer teaches sculpture to students from the college program and curates the highly regarded BFA exhibition; however his support for the school extends far beyond the classroom. Understanding the specific needs of visual arts students, Snitzer was instrumental in helping secure the venue now known as Artseen, a 15,000 square-foot studio and exhibition area located in the heart of the Wynwood Arts District. Snitzer was also instrumental in creating the NWSA Visual Arts Honors Program which is currently celebrating its second year of success, underwritten by the Aetna Foundation.

The videos below are organized by topic and run between 60 seconds and 6 minutes. Click on any video. You must be connected to the Internet to view the videos.

## INSIGHT & INSPIRATION: 1:45 min.



*When did you become passionate about art and think that you could be involved with art for the rest of your life?*

## DEVELOP A VOICE: 1:35 min.



*What did you learn in school that still informs you today?*

## CRITICAL THINKING: 0:58 sec.



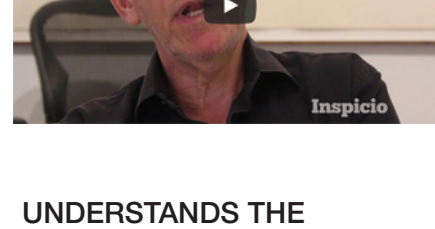
*Did you have a career plan when you graduated from Philadelphia College of Art?*

## SERENDIPITY: 1:57 min.



*Why did you move to Miami?*

## INSIGHT & INSPIRATION: 1:32 min.



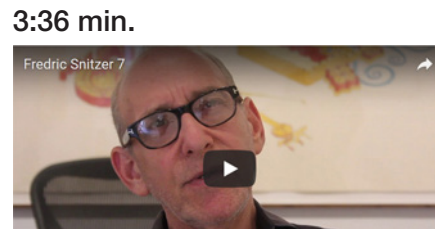
*When did you realize that selling art was possible?*

## UNDERSTANDS THE AUDIENCE'S PERSPECTIVE: 5:34 min.



*Talk about the evolution of your gallery and the Miami art community.*

## UNDERSTANDS THE AUDIENCE'S PERSPECTIVE: 3:36 min.



*What type of artists did Miami attract?*

## PERSEVERANCE FURTHERS: 3:52 min.



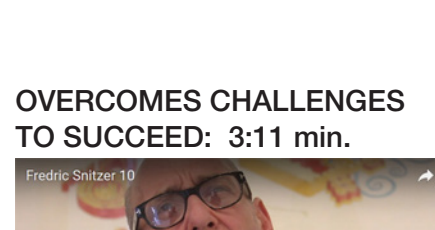
*Where was your first mature gallery located?*

## UNDERSTANDS THE BUSINESS OF ART: 1:07 min.



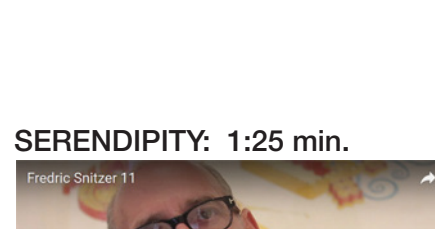
*What are your thoughts about the "business" of art?*

## OVERCOMES CHALLENGES TO SUCCEED: 3:11 min.



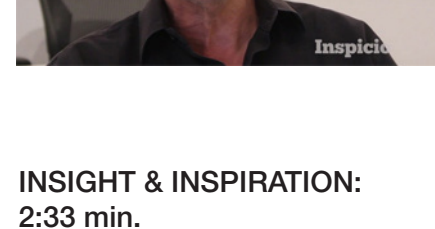
*Describe a challenging situation with a successful outcome.*

## SERENDIPITY: 1:25 min.



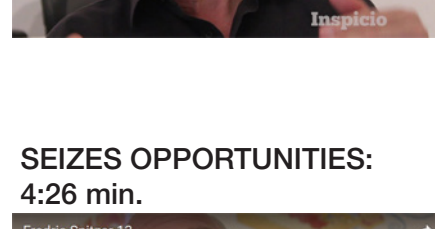
*What's been the role of serendipity in your life?*

## INSIGHT & INSPIRATION: 2:33 min.



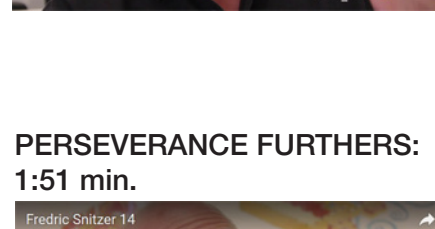
*Who have been your role models and influencers?*

## SEIZES OPPORTUNITIES: 4:26 min.



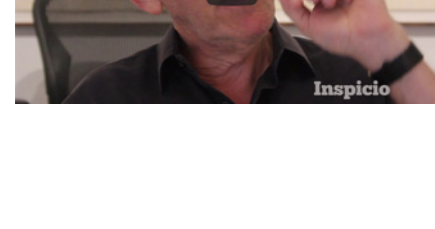
*Talk about the evolution of Art Basel Miami Beach and your involvement.*

## PERSEVERANCE FURTHERS: 1:51 min.



*Your Art Basel experience seemed to cement your reputation as the best gallery in Miami.*

## CRITICAL THINKING: 3:08 min.



*There is no question that there is a lot of money in Miami. What can be done to expand the art buying and art appreciating audience?*

## CRITICAL THINKING: 2:38 min.



*Talk about the evolution of the Wynwood Art District and your involvement.*

## COMMUNITY VALUES: 2:49



*What can be done to entice young artists to stay in Miami?*