

For Immediate Release

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Fairmont Battery Wharf Hosts First Annual Flash Forward Festival Boston, June 2-5, 2011: Emerging Photographers From Canada, the US, and the UK

Boston, Massachusetts, May 9, 2011 – Go behind the lens this summer with The Magenta Foundation's first annual **Flash Forward Festival Boston**. Open to both professional artists and members of the general public, the one-of-a-kind photography event will take place from June 2 through June 5, 2011 at

Fairmont Battery Wharf

. Everyone from the ardent art aficionado to the casual admirer will delight in this educational and eye-catching extravaganza, which will include indoor and outdoor exhibition space.

Set against a picturesque waterfront backdrop, the four-day festival will feature a carefully curated program of lectures, panel discussions, exhibitions and receptions. The activities are designed to celebrate contemporary photography. Exhibitions will be open from 12 p.m. to 7 p.m. and are free to the public. Do not miss the chance to see the rising art stars of tomorrow in the Flash Forward 2010 Group Show and Boston Emerging Photographers exhibitions. In addition to showcasing the work of emerging photographers from North America and the United Kingdom, Flash Forward Festival Boston will also give guests the opportunity to network with important industry personalities, gallery owners, content developers and potential patrons.

Boston is only the second city, and first in the United States, to host the Flash Forward Festival. Developed by the Magenta Foundation, the visual arts series originated in Toronto in 2005. The Magenta Foundation is Canada's pioneering non-profit arts publishing house. Through publications, partnerships, and community collaboration, the organization raises recognition of Canadian and international artists around the world. For more information, please visit www.flashforwardfestival.com or www.magentafoundation.org.

Flash Forward Festival attendees can take advantage of special festival rates from \$279 per

night. For additional information or to make reservations at Fairmont Battery Wharf please visit www.fairmont.com/batterywharf or call (800) 441-1414.

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