

MEMORANDUM

February 23, 2010

You are invited to a Lecture with Romero Britto



Thursday, March 4, 2010
Modesto A. Maidique Campus
College of Business Complex (CBC)

Pre-Lecture Reception: 3:00 p.m. (CBC Special Events Center)
Lecture: 4:00 p.m. (CBC Ocean Bank Auditorium)

Dear members of the university community,

Brazil-raised and Miami-based, Romero Britto is a world-renowned artist with a truly unique and uplifting take on humanity. He creates a completely new expression that reflects his optimistic faith in the world around him. Alluding to influences of early and modern masters, Britto's pulsating colors, pop themes and commanding compositions have led him to become the premier contemporary artist of his generation.

As well as for his art, Britto is known for his business acumen and talent in marketing and promotion which has increased his international visibility. He has been tapped to bring his unique visual interpretation to brands such as Absolut, Disney, Movado, Pepsi, Evian, Microsoft X-Box and Audi.

He is represented in galleries and museums across five continents, from Singapore to Dubai, London to New York. Opening in Paris at the *Salle de Notre*, Louvre Museum in December 2008, he unveiled *Journey* to hundreds of guests. The New York Times has described him as "Matisse channeling Picasso."

Britto's commitment to developing and supporting the powerful role art plays in world issues is a perfect fit for Florida International University, which prides itself on its international approach to learning.

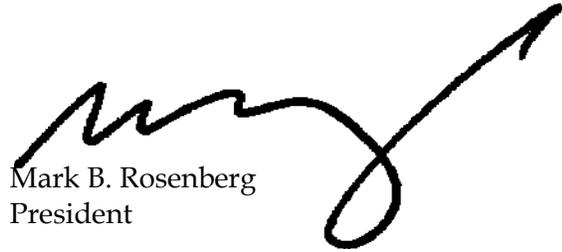
Our global learning initiative provides an educational approach that fosters the knowledge, skills, and attitudes of global citizenship through active, team-based, and interdisciplinary exploration of essential questions and real-world problems. Through the process of global

learning, all FIU undergraduates will acquire knowledge of interconnected world conditions, the ability to analyze issues from multiple perspectives, and the willingness to engage in local, global, international, and intercultural problem solving.

Britto's visit provides us with an opportunity to explore how he has successfully blended multiple disciplines to launch a global brand.

The afternoon will begin at 3:00p.m. in the CBC Special Events Center with a light reception. At 3:45p.m. we will move into the CBC Ocean Bank Auditorium for his lecture. Please RSVP [here](#).

We hope that you will join us in welcoming Romero Britto to campus!

A handwritten signature in black ink, appearing to read 'Mark B. Rosenberg', with a large, sweeping flourish extending upwards and to the right.

Mark B. Rosenberg
President