



Head Hi Presents:
Jair Bortoleto, *A Primeira Palavra* Book Signing
***Cuban Wave Riders* Film Screening by Liz Magee**

Date: Saturday, April 27, 2019

Time: 6:00-9:00pm

Location:

Head Hi
14 Clermont Avenue
Brooklyn, NY 11205

On Saturday, April 27 from 6:00-9:00pm, **Head Hi** will host a special evening featuring a new book and photographs by **Jair Bortoleto** and short documentary by film maker **Liz Magee**.

Join us for the book release and signing of Brazilian photographer, curator, shaper and writer **Jair Bortoleto's** incredible publication *A Primeira Palavra*, featuring sixty-eight large format pages of impeccable shots of waves, surfers and the environment they encompass. To accompany the book, Head Hi will also exhibit photographic prints by the artist selected from the book and available for purchase. *A Primeira Palavra* was published in 2018 in Italy by Bandecchi & Vivaldi Srl. It is an edition of 500 and includes a forward by Steve Pezman, writer and founder of *The Surfer's Journal*, in which he describes Bortoleto's work:

"Jair Bortoleto is a surfer who has grown to express his surf passion by visually recording and offering us graphic components that in tiny slices, describe the whole of surfing: crafting the boards they ride, the search for new waves to experience, progressions of various techniques, variations of settings, expressions and behaviors of our human sub-species. Jair's images portray the art of his subject's dance; creating them becomes as engrossing as his subject matter."

Following the book signing, Head Hi will screen *Cuban Wave Riders* by film maker **Liz Magee** and **Taylor McNulty**. The short documentary explores the beautiful and wild surroundings of an island kept secret from most of the surfing world for decades and introduces a new generation of Cuban surfers, making their mark on some of the best waves the Caribbean has to offer. To make the film, filmmakers Liz Magee and Taylor McNulty traveled to Cuba in January 2017 where they met Victor, German, Frank, and Rey at Calle 70, the local surf spot in Havana. They then traveled the coast in search of undiscovered waves.

Popcorn provided as well as a complimentary wine tasting by Ziobaffa, an organic, non-GMO, sustainable and vegan winery in Italy.

Head Hi
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About:

Jair Bortoleto is a photographer, curator, shaper and writer, based in the south coast of São Paulo, Brazil. He's the former Executive Editor of The Surfer's Journal Brazil and published his first photobook Alma Santista in 2007. His first solo photo exhibit was in NYC in 2015, called Layers - an essay on Hawaii's North Shore of O'ahu. In 2013, he finished in the Top 250 of the Red Bull Illume photo competition. He has exhibited his works around Brazil, Japan, NYC, California, Australia and Spain and contributed worldwide editorial print for Blue, Dezzert, Oceans and Nalu in Japan, on the American and Brazilian versions of The Surfer's Journal, National Geographic Brasil, Almasurf, Fluir, Hardcore and Mitsubishi Magazine. His second book called *A Primeira Palavra*, a retrospective of his work, was published in Tuscany, Italy, in August 2018.

Liz McGee is a filmmaker and photographer based in New York City. *Cuban Wave Riders* is her first film.

Head Hi is a shop dedicated to art, publications and coffee. Head Hi features a curated selection of publications from around the globe. Working with local and international artists, designers, publishers, community members and organizations in various fields, Head Hi is a space for exploration and interaction that hosts talks, book launches, art shows, music performances and other events.

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