

New York's Finest - Mickey, Willie & The Duke: Bergino Baseball Clubhouse Presents The Baseball Art of James Fiorentino

FOR IMMEDIATE RELEASE:

CONTACTS: Jay Goldberg 800-556-9420
James Fiorentino (908) 782-8509

NEW YORK - The sports capital of the world will host a world-class show of paintings by renowned sports artist James Fiorentino celebrating the legendary athletes and professional sports franchises that called Ebbetts Field, the Polo Grounds, Shea Stadium and Yankee Stadium home.

"Bergino Baseball Clubhouse Presents: The Baseball Art of James Fiorentino," hosted by Clubhouse owner Jay Goldberg opens Sept. 19 and runs through Oct. 15 in Greenwich Village at the landmark Cast Iron Building, 67 East 11th Street.

"The show will feature vintage NY baseball paintings with a few current players like Derek Jeter and David Wright," Fiorentino explained. "I want to tell a story about New York's rich baseball history, when fans had three teams to cheer for, the Giants, Dodgers and Yankees."

The show will pay tribute to cherished New York sports legends and Hall-of-Famers like Babe Ruth, Joe DiMaggio, Willie Mays, Mickey Mantle, Duke Snider and others.

There will be 20 original Fiorentino paintings on display; many are new pieces Fiorentino has been working on to unveil at Bergino Baseball Clubhouse including Jackie Robinson, Lou Gehrig, Tom Seaver, Sandy Koufax, Mickey Mantle and Derek Jeter. Also available for purchase will be selected giclee reproductions.

Visitors are invited to fill out an entry form for a drawing to win an original Fiorentino painting of Mickey Mantle.

The "Cake Boss," Buddy Valastro of Carlos Bakery in Hoboken, N.J. is whipping up a special surprise for the official opening on Sept. 22.

"You don't want to miss it," Fiorentino said.

Special guests at the opening will include Joan Hodges, widow of Gil Hodges; Linda Ruth Tossetti, granddaughter of Babe Ruth; and Art Shamsky, a member of the 1969 World Champion Miracle Mets.

"The Bergino Baseball Clubhouse is honored to welcome James Fiorentino and his beautiful baseball art for a special September event," Goldberg said. "A Fall Classic, indeed."

Fiorentino, who has been painting professionally since the age of 12, has an uncanny ability to bring to life the images in his paintings, using only watercolors.

Fiorentino's portrait of Reggie Jackson, painted when he was 15, was selected as the official portrait for Jackson's induction into the Baseball Hall of Fame. Dozens of professional athletes own Fiorentino originals, with many of his paintings in museum collections including the Ted Williams Museum and the Yogi Berra Museum.

Fiorentino has created portraits for different series of Topps and Upper Deck baseball cards and was the official artist for one of sport's most notable achievements – Cal Ripken's consecutive games streak.

"I am so excited to have a show once again in the greatest art city in the world and the greatest baseball city as well. I have had a great deal of success having shows in New York City and really look forward to having a great turn out," Fiorentino said.

A portion of the proceeds from all sales of Fiorentino's artwork during the show will be donated to the Michael J. Fox Foundation, founded by the actor in support of finding a cure for Parkinson's Disease.

"James is a humble genius who captured the persona of Mike Fox in a brilliant picture," said James Costa, a member of Team Fox. "James' picture of Mike Fox demonstrates Fox's unending energy and dedication towards a cure for Parkinson disease; James work is simply elegant."

Fiorentino will be on hand at the opening from 6-9 p.m. Sept. 22; he will also be at Bergino Baseball Clubhouse Saturday, Sept. 24 doing a live podcast with WFAN sportscaster Rich Ackerman.

After six years in the world of politics, followed by 15 years as a sports agent, Jay Goldberg's entrepreneurial vision and passion led him home – to baseball – and the founding of Bergino in the spring of 2001. Jay opened the Bergino Baseball Clubhouse in the summer of 2010.

While still an undergraduate at NYU, Jay began working with the country's preeminent political imagemaker David Garth.

Six years later, he went to work as the Director of Marketing for Athletes & Artists, Inc., while attending law school at night. In 1991, Jay started The SportsMakers Agency, an athlete representation and sports marketing firm.

In the sports arena, Jay managed image campaigns and negotiated various contracts for such baseball legends as Mike Schmidt, Bobby Thomson, Ralph Branca and Don Larsen; sportscasters Al Michaels, Chris Berman, Dan Dierdorf and Karl Nelson; sports heroes Mark Spitz, Edwin Moses, Eric Heiden, Jeff Blatnick, Mike Eruzione, Al Oerter and Jim Valvano; and even top-dog advertising icon Spuds MacKenzie.

During his time in the political consulting field, Jay worked on Mayoral campaigns for Ed Koch and Tom Bradley, Senate campaigns for Arlen Specter and John Heinz, and the Presidential Democratic primary campaign of Walter Mondale.

Additionally, Jay managed and promoted all aspects of the innovative and highly successful "Russians Are Coming" and "Russian Tour-nado I and II" Hockey Tours.

Further information is available from James Fiorentino, c/o Visionary Art, (908) 782- 8509 or www.jamesfiorentino.com and Jay Goldberg, (800) 556-9420 or the Internet at www.bergino.com