

PRESS RELEASE

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AWARD-WINNING ARTIST & AUTHOR **EMMANUEL PALETZ LAUNCHES THE ALICE APP TO FUND HIS** **REIMAGINING OF THE** **LEWIS CARROLL CLASSIC *ALICE IN WONDERLAND* DESIGNED** **FOR IPAD AND ANDROID**

Creative visionary Emmanuel Paletz launches the Alice app to fund his Flemish & Dutch Renaissance art inspired version of Alice in Wonderland for Ipad



NEW YORK, NY- NOVEMBER 4, 2013- Artist and Author, Emmanuel Paletz uniquely reimagines the Lewis Carroll classic, *Alice in Wonderland* by adding beautifully detailed, surreal paintings inspired by historical, political and philosophical elements of the Dutch and Flemish Renaissance periods. Paletz's *Alice*, as he deems it was designed specifically for Ipad and the official website thealiceapp.com was launched in November. After a 5-year labor of love & art, Emmanuel has completed all of the illustrations, and programing

Emmanuel Paletz's *Alice* is to be enjoyed by all ages; however Paletz's version of the beloved children's book dually serves as a tool to teach children about art of the Renaissance and the Middle Ages. Paletz promises that the app will ignite imaginations and stimulate minds. Paletz's layered creation inspires thought and curiosity. Through Lewis Carroll's *Alice's Adventures in Wonderland*, Paletz has found a way to merge his loves of classic children's literature and classic art. Readers will take away more than adventure in this Ipad app; they will develop an appreciation for Renaissance art and new insights into history. Paletz pulls from historical events to make each illustration significant.

To portray the colorful events and idiosyncratic characters of this book, Paletz incorporates pieces from renowned artists, such as Jan van Eyck, Joachim Patinir, Quentin Matsys, Hans Holbein, Sandro Botticelli, Pieter Brueghel the Elder, Hieronymus Bosch and more, integrating them into his signature visual collages. *Alice* is a book filled with riddles, puzzles, illogical delightfulness, and brainteasers, and during this 5-year project Paletz challenged himself to echo these ideas into a conceptual visual interpretation.

To learn more about the *Alice* iPad app, please visit <http://www.thealiceapp.com>

About Emmanuel Paletz

Emmanuel Paletz is an internationally renowned and award-winning creative consultant for the advertising industry, having worked for the country's leading digital and direct marketing agencies. He is also the author of two very successful cookbooks, both of which have been praised by media outlets, including *New York Times Magazine* and *The Washington Post*. Paletz's book *Art and Cook* was published by Rizzoli Publications, and subsequently led to him being commissioned to design an "Art and Cook" kitchen utensil line exclusively for Macy's.

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