



ENTREE *magazine*

PRSRRT STD
US Postage Paid
Permit #36
Paterson, NJ
07510



Bob Cenedella works with both Black & White

If you were an artist, where would you rather show your art, a gallery or a bar? According to Robert Cenedella, New York City artist, humorist, satirist and marketing wiz, he prefers the bar over the gallery.



"In the Bag at PJ Carney's"

"Thomas Hart Benton, the famous American regionalist painter, always said that he would rather show his work in a bar than in a museum," Cenedella explained, "because he felt the kind of people who looked at his art in a bar, were much more the kind of people he was interested in."

Although it's easy to understand how some art can only be appreciated under the influence, that is certainly not

Artist Robert Cenedella Captures the Spirit of the 21st Amendment

- by Paul C. Miller

the case with Cenedella's celebrated work.

According to *New York Times* food critic Bryan Miller, "Cenedella is renown in this country and in Europe as a master of pictorial satire, humor and fantasy. He is a protégé of George Grosz, the late German satirical painter, whom he met in the 1950's while studying at The Art Students League in Manhattan."

Cenedella has used the bar and restaurant scene to forge a rather innovative market for his art. Painting the social scene of "people's bars" like midtown's PJ Carney's and Tribeca's Broome Street Bar, he created a market for signed prints and posters at these neighborhood haunts. Although Cenedella is very comfortable with these drinking establishments, his appreciation and creative energy works just as well up-town.

In 1995, Cenedella teamed up with Sirio Maccioni to capture an historical snapshot of the patrons of Le Cirque. At that time, it was a real feather in your social cap to become one of the patrons featured in the painting. Celebrities like "Lifestyle's" Robin Leach even sent Cenedella head shots, hoping to be included.

The fin-



"Happy Hour" at the Broome Street Bar

ished painting, "Le Cirque, The First Generation" now hangs in the entrance of Le Cirque 2000 and continues to entertain the new generation of patrons.

"Amendment 21", Cenedella's latest project, is a tribute to the luminaries of the spirits industry. With nearly 200 identifiable faces and labels, Amendment 21 celebrates the industry with Cenedella's characteristic humor and wit. Designed with an area to personalize the print,



"Le Cirque, The First Generation"



"Amendment 21" Who do you recognize? Join the ENTREE contest!

Cenedella has big plans for marketing this painting.

"We're having an unveiling party at Dylan Lounge on Laight Street in the very near future," Cenedella said. Posters and prints will be on sale, and hopefully, many of the depicted industry dignitaries will be in attendance; so it should be an excellent opportunity to have a poster signed as well as to share a drink with a legend.

ENTREE "Amendment 21" Contest

We are issuing a challenge to our readers. The person who correctly identifies the most depicted people, labels and bottles will receive a limited edition print,

signed by the artist, which has a value of \$1000. The next ten persons in order of correct identifications will receive a poster, also signed by the artist, which has a value of \$100.

If you would like to take our challenge, either mail us your list to ENTREE, PO Box 8098, Red Bank, NJ 07701 or e-mail us at entree@gate.net. Be sure to include your complete contact information, including the name of your establishment. All entries must be received no later than March 15, 2001. Good luck.

ENTREE