



MIAMIBEACH

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DEPARTMENT OF TOURISM & CULTURAL DEVELOPMENT Cultural Affairs Program
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To whom it may concern:

I am writing in enthusiastic support of SFCA's Frozen Music project.

I am very proud to have included Frozen Music's premiere performance, the sound installation "Canal," in my programming for this year's Sleepless Night (November 7, 2009.) "Canal" was a transformative experience for nearly all of the 130,000 attendees who were curious enough to take a nighttime journey along the seldom-used path next to the Dade Boulevard canal. For most of these brave souls (I estimate around 50,000 people) "Canal" was the defining performance of the evening, establishing itself as an almost geographic center of the 150 events and 13 hours that make up Sleepless Night. For me it was the one event that captured the very essence of what Sleepless Night is all about: it made people experience the world in an entirely new way. What's truly astonishing to me is the impact it had on the broadly diverse Sleepless Night audience; I respond to every compliment about Sleepless Night with the question "What was your favorite thing?" and nine times out of ten the answer is "Canal." Frozen Music created an intense, memorable and meaningful experience for people of all ages and backgrounds.

I urge you to do whatever you can to enable further opportunities for the unique and important work of Frozen Music. If you would like further information please do not hesitate to contact me.

Sincerely,

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c: Mr. Gustavo Matamoros
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