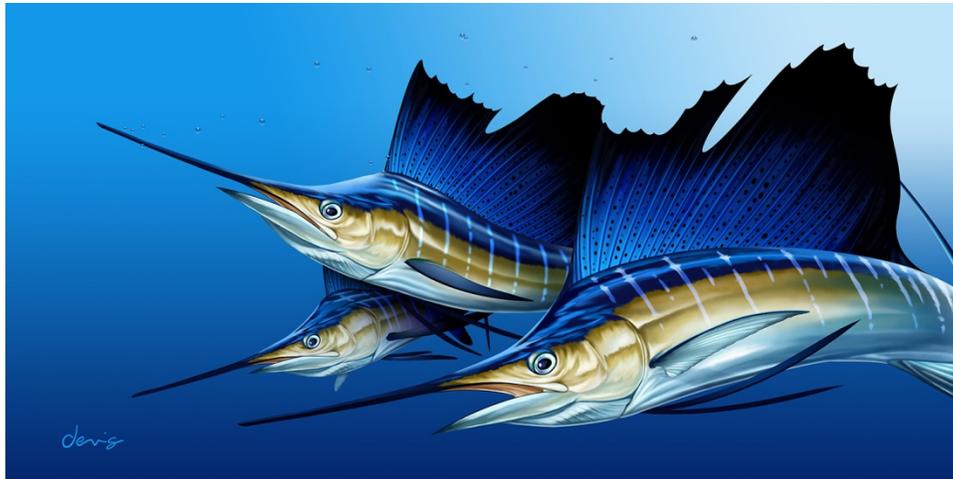




FORT LAUDERDALE CURRENTS

City Hall Feature Artist

Dennis Friel



As a contributing force in visually defining the warm water lifestyle, Dennis has pursued his art and design by representing his passion for the ocean. Being a native South Floridian puts him at the core of consistently discovering new points of inspiration for these subjects. Fusing both traditional and non-traditional methods of illustration and design gives Dennis the flexibility to portray his visions directly to canvas, wood and paper, as well as apply them digitally when needed.

A graduate of Cardinal Gibbons High School and the Art Institute of Fort Lauderdale, Dennis worked over 15 years as a Creative Director in the music business, completing award-winning work for companies such as EMI Music and Marketing, Universal Music Group, Sony Music and Warner Music Group.

Concurrently running his own home studio throughout that time allowed Dennis to extend his artistic reach by working with some prominent marine related clients including: the Jimmy Johnson Billfish Championship, World Billfish Expo, Palm Beach Sailfish Classic, Bluewater Movements, Marlin Magazine, Florida Sportfishing Magazine, Marlin World Magazine, Professional Yacht Brokers Magazine, IGFA, Southern Kingfish Association, The Billfish Foundation, Everglades Wetlands Resource Foundation, Pelagic and countless tournament teams and charters.

Today Dennis runs a successful, family owned and fully networked fine art, illustration and design studio developed to create impactful imagery and enhance brand identities. Currently specializing in illustrating marine life and creating fine art prints and apparel with his best work, Dennis' goal is to keep pushing to set new standards in the art of salt and sea. He notes, "The idea is to focus our core talents on creating visual components across a variety of mediums that are fluid, functional and successful. By attempting to embark on something new and different every day, we see limitless opportunities."

An active member of his community, both personally and professionally, Dennis serves on several boards, including the Art Institute, and contributes to many charities. "DFAS is always looking to partner with students and charities for fundraisers and events," Dennis states. "These are amazing opportunities to give back to the community. Philanthropy is something that is not only a part of the DFAS mantra, it's how we were raised, it's what our family believes in and it's how we intend to always be."

Dennis Friel is an artist, a loving husband and father of two children, as well as an avid offshore fisherman who currently resides in Broward County.