

Dreaming in Black and White

Spex in Geneva to hold “Art+Vision” event featuring photography by Fred Ullrich and Maui Jim Trunk Show

FOR IMMEDIATE RELEASE – March 24, 2011 – Geneva, IL - Spex, the premier destination for luxury eyewear and sunwear, holds their next “Art+Vision” event with photography by Fred Ullrich. The opening reception is on Saturday, April 16, from 5:00-7:00pm, at 507 S. Third St., Suite F, Geneva, IL 60134; 847-397-5900; www.spexchicago.com. The photography will be on display until May 28, 2011. Drinks and appetizers will be served. A trunk show featuring the entire Maui Jim collection will be on view during the reception.

Maui Jim brings their entire 2011 collection to Spex in Geneva for an exclusive viewing of their classic sunglass introductions. Maui Jim sunwear is one of the most sought out sunglass manufacturers that specializes in high quality prescription and non prescription lenses. They use a state-of-the-art lens technology that protects from intense glare and harmful UV rays. PolarizedPlus multi-layer lens technology eliminates all types of glare for the clearest and safest eye protection available. Their sunglasses are ideal for outdoor activity during the winter and summer months as well as for driving. From skiing to fishing to hiking or boating, there is a frame that is a perfect match for every lifestyle. This popular collection offers a vast array of frame designs, from ultra lightweight flexible frames that adjust to your face, to virtually indestructible titanium frames. This is a trunk show not to be missed!



Artist Fred Ullrich has worked professionally in visual communications for almost 30 years, in photography and filmmaking, and he continues to define his personal vision through his black and white photographs. He maintains a fine art photographic presence through periodic art exhibitions in surrounding areas in the Midwest. Fred also is a partner and originator of Studio 150 in Batavia, IL. Traditional black and white photography is his forte. He uses both classic and modern technology to produce his work. Over the last fourteen years, Fred has been developing a project-based series of images while using large format photography and traditional wet chemistry print making techniques. His subject matter ranges from landscapes to architecture to urban form and activity.

Spex is synonymous with offering artfully crafted eyewear and sun wear to a stylish and discerning public with an eye for beauty and function. Their product selection ranges from sleek and minimal to vibrant and eclectic. Style and function merge in unparalleled designer collections from season to season, while attentive and knowledgeable customer service rounds out the experience for the fashion-forward shopper. Dr. Emily Pott, specializing in primary eye care, is the in-house optometrist and encourages all customers to come in for a comprehensive eye exam. Most major medical and routine vision insurances are accepted.

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