

For Immediate Release
June 8th, 2011

World-Famous Tattoo Artist PAUL BOOTH Announces New Evolution of LAST RITES GALLERY & TATTOO THEATRE in NYC



Join us to Celebrate - - July 22nd through July 24th, 2011

LAST RITES is proud to announce a very exciting point in its evolution. We are now becoming more of a destination than ever before as we are now undergoing a major makeover. We are literally gutting our space, knocking down almost every wall and rebuilding from the ground up.

Not only will we be expanding our overall square footage, but we are flipping the entire layout altogether and giving **LAST RITES GALLERY** utmost prominence and increased space for a better viewing experience. And of course, the **LAST RITES** Tattoo Theatre's new set design will surely take the client's experience to new dark realms like never before.

Aside from a more elegant dark décor throughout, Paul is adding some new surprises that are sure to inspire even the most unsuspecting guest. The all new **LAST RITES** will truly live up to the commitment of furthering it's notoriously dark and haunting yet equally warm and inviting atmosphere that makes it so unique. **LAST RITES** is and always will be a true sanctuary for all that share a like-minded appreciation for art that originates from the dark side of the human condition.

As **LAST RITES** steps boldly across this threshold, one can expect to see a greater focus on support for our familiars in the art community with the development of painting and tattoo seminars from notable artists, live painting events and gatherings, artist roundtable discussions, a completely new and innovative online community and of course, let's not forget those surprises we mentioned!

**Join us in celebrating this new era for LAST RITES
THE GRAND REINCARNATION WEEKEND**

Last Rites Gallery & Tattoo Theatre is located at:

**511 West 33rd st.
(Btwn 10th and 11th Ave.)
3rd Floor
NY, NY 10001**

Friday July 22nd

**Chet Zar and Craig LaRotonda Opening Reception
~ The inaugural exhibition for the all new LAST RITES GALLERY ~**

Saturday, July 23rd

**Unveiling Party for the all new Tattoo Theatre
~ Come help us launch the new Last Rites ~
Entertainment, refreshments, giveaways, prizes and more!**

Sunday, July 24th

**Live painting sessions throughout the day
~ With the Last Rites family of artists (artists TBA) ~
Watch master painters bring their works to life!**

Please stay tuned for more details and announcements. For more information, visit
<http://lastritesgallery.com> & <http://darkimages.com>

For press inquiries and additional information, please contact Adrenaline PR and Maria Ferrero at [732-462-4262](tel:732-462-4262) or maria@adrenalinepr.com.

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