



For more information, contact: Natalie Judd, 203.389.5223, njudd@dex-p.com  
Wilson Guzman, 646-747-8021, wguzman@dex-p.com

## FOR IMMEDIATE RELEASE

### **Viva Voz Special from Guggenheim Bilbao**

December 5 special celebrates museum's 10<sup>th</sup> anniversary and explores the "Guggenheim Effect"

**NEW YORK, NOVEMBER 27, 2007** — As the only U.S. TV network invited to commemorate the 10<sup>th</sup> anniversary of the Guggenheim Museum in Bilbao, V-me's signature primetime show, Viva Voz takes an in-depth look at how the museum transformed an industrial and economically slumped city into a vibrant tourist destination -- known as the "Guggenheim Effect." The **Viva Voz from Bilbao** special debuts **December 5th at 10:00pm(ET)/9:00pm(CT)**.

The **Viva Voz** special from Bilbao, documents how Fran Gehry's architecture transformed this second-tier city into a tourist magnet and led a worldwide rush of urbanists to erect their own trophy buildings hoping to create other "wow factors." With cities round the globe following the Bilbao model, Gehry and his fellow starchitects have been elevated to urban messiahs.

Using archival footage, **Viva Voz** follows the construction of this architectural masterpiece and shows how Richard Serra's permanent exhibit "*The Matter of Time*" was installed. The program also features the largest exhibit of American art presented outside of the U.S. "*Art in the USA: 300 Years of Innovation*" and an exhibition of Basque artists "Chacun a su gout."

Viva Voz travels into the Rioja wine region to visit a Gehry hotel at the Marquez de Riscal winery. **Viva Voz** guests include: Thomas Krens, director of the Guggenheim Foundation, Juan Ignacio Vidarte, director of the Guggenheim Museum in Bilbao and Jon Azua, vice president of the Basque country.

V-me can be seen locally in many cities on cable and digital broadcast, and nationally on DIRECTV and DIRECTV Más channel 440, DISH Network Ch 9414 and DISHLatino Ch 846. Check your local listings for more information or [www.VmeTV.com](http://www.VmeTV.com) for more information.

#### **About V-me**

V-me is a new national network, partnered with public TV, which engages America's Latino families in Spanish with a lively mix of original and exclusive programs including: kids, lifestyle, nature, science, history, current affairs, music, arts, and nightly movies. The 24-hour network, with broadcast and digital carriage reaching one-third of all U.S. Hispanic TV households, is America's largest Spanish digital channel and the fastest out-of-the-box sponsor-supported network in U.S. Hispanic media history. V-me is the first venture of the media production and distribution company, V-me Media Inc. To find out more visit [www.VmeTV.com](http://www.VmeTV.com)

###