

RUFSKIN

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FOR IMMEDIATE RELEASE:

Photographer Mike Ruiz Book Signing at RUFSKIN San Diego Boutique on December 3rd

San Diego, CA - November 14, 2011 - As part of his promotional tour, celebrity photographer Mike Ruiz will be in San Diego for a book signing at The RUFSKIN Boutique.

Speaking about the book, Ruiz says, "'Pretty Masculine' is the apogee of my latest effort to capture humanity out of context. It is the culmination of my desire to incorporate my hyper-stylized and fantasy-driven style of photography and reinterpret the male ideal from a new perspective. It has been my intention to open a forum of sorts and, in so doing, inspire thought and dialogue with respect to finding alternative ways of looking at the world around us. In this case, to look at masculinity beyond what might be considered the stereotypical man."

Ruiz is most famous for his dramatic photos of celebrities like Betty White, the girls of "Jersey Shore," and Kathy Griffin, to name a few. But the photographer, is also a TV regular on shows like "The A-List," "America's Next Top Model," and "RuPaul's Drag Race."

The book signing will take place on Saturday December 3, 2011 from 6:00pm to 8:00pm. Reserve your copy in advance by calling 619-564-7880 or by email at boutique@rufskin.com.

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